GIBBONS DOWNTOWN PLAN

EDMONTON METROPOLITAN REGIONAL PLANNING COMMISSION

JANUARY 1988

EDMONTON METROPOLITAN REGIONAL PLANNING COMMISSION
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R.G. Madziya, M.A., M.C.I.P.
EXECUTIVE DIRECTOR

YOUR FILE ....
OUR FILE 1228-1

April, 1988

Mayor Bill Nimmo and Council
Town of Gibbons
P.O. Box 68
Gibbons, Alberta
T0A 1N0

Dear Mayor Nimmo and Council

Re: Gibbons Downtown Plan

It is my pleasure to present you with the final edition of the Downtown Plan as prepared by the staff of the Edmonton Metropolitan Regional Planning Commission. The Plan contains land use policies, revitalization suggestions, economic development recommendations and an organizational program to develop downtown Gibbons as a clean, bright and friendly place.

The plan evolved as a result of the contribution of a number of individuals and groups. Special thanks are due to the Mayor and members of the Town Council, the Chairman and members of the Downtown Plan Committee and the Town's Administration for their assistance, input and encouragement. With the continuing support of Council, the business community and the residents of Gibbons, the downtown will continue to develop as the heart of the community.

I trust that the plan will serve as a useful reference and policy document and will assist Council and the business community in their future planning endeavours.

Yours truly

R.G. Madziya

R.G. Madziya, M.C.I.P.
Executive Director

SM/ms

TOWN OF GIBBONS

By-LAW NO. 20/87

DOWNTOWN PLAN

A by-law to designate the Central Area of the Town of Gibbons in the Province of Alberta as a Redevelopment Area and to adopt the Downtown Plan

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WHEREAS Sections 65 and 67 of the Planning Act, R.S.A. 1980, authorize a Council to implement an area redevelopment plan; and

WHEREAS The Council of the Town of Gibbons deems it necessary and desirable to plan for the future of the downtown of Gibbons;

NOW THEREFORE The Municipal Council of the Town of Gibbons, duly assembled, hereby enacts as follows:

1. This By-law shall be cited as the Gibbons Downtown Plan.
2. The Downtown as outlined on the map attached as Map 2, Study Area, is designated as a redevelopment area pursuant to Section 65(a) of the Planning Act.
3. The text that is attached is adopted as the Gibbons Downtown Plan pursuant to Section 65(b) of the Planning Act.

FIRST READING	December 9, 1987
SECOND READING	January 27, 1988
THIRD READING CARRIED	January 27, 1988

MAYOR

MUNICIPAL ADMINISTRATOR

TABLE OF CONTENTS

PAGE

LETTER OF TRANSMITTAL i

BY-LAW ADOPTION ii

TABLE OF CONTENTS iii

LIST OF TABLES AND MAPS iv

ACKNOWLEDGEMENTS v

I. INTRODUCTION 1
    1.0 Overview 1
    2.0 Purpose of the Plan 2
    3.0 Process 3
    4.0 Format 4

II. GOALS AND OBJECTIVES 8

III. ROLE OF THE DOWNTOWN 11

IV. PLAN COMPONENTS 12

    1.0 Introduction 12
    2.0 Land Use 13
    3.0 Circulation and Parking 20
    4.0 Utility Servicing 27
    5.0 Design Elements 30
    6.0 Business Development 35
    7.0 Promotion 38
    8.0 Organization 40

V. IMPLEMENTATION 43

    1.0 Introduction 43
    2.0 Priorities and Responsibilities 43
    3.0 Monitoring and Review 44

TABLE OF CONTENTS (Continued)

PAGE

LIST OF MAPS, TABLES AND FIGURES

Map 1 Location.. 6
Map 2 Study Area.. 7
Map 3 Existing Land Use..................................... 18
Map 4 Downtown Areas.. 19
Map 5 Future Land Use....................................... 20
Map 6 Road Hierarchy.. 25
Map 7 Existing Circulation and Parking...................... 26
Map 8 Future Circulation and Parking........................ 27
Map 9 Utility Servicing..................................... 30

Table 1 Implementation and Responsibilities................. 47

Figure 1 Downtown Plan Process.............................. 3
Figure 2 Plan Components.................................... 13
Figure 3 Plan Implementation................................ 46

ACKNOWLEDGEMENTS

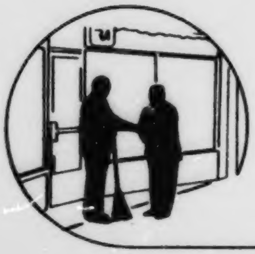
This Plan is the result of contributions of a number of individuals, interest groups and elected and appointed officials of the Town of Gibbons. Special mention is made of the direction provided by the Mayor and Town Council and in particular The Downtown Plan Committee who met regularly from June 1986 to October 1987. Members of that Committee include:

Robert Dunford, Committee Chairman and Resident of Gibbons
Eleanor Zimmerman, Councillor
Geoff Jones, Councillor
Maisie Metrunec, Municipal Administrator
Graham Drinkill, Superintendent of Public Works and Development
Dan Remier, Merchant, Chamber of Commerce President, Nov' 85 - Jun' 87
Zan Korba, Downtown Merchant
Brenda Baron, Resident of Gibbons

The technical work on the Plan was undertaken and co-ordinated by the Edmonton Metropolitan Regional Planning Commission staff, namely:

R. G. Madziya	Executive Director
Eugene L. Dmytruk	Manager, General Planning Branch
Susan Maceyovski	Project Planner
Ctibor Skoda	Economist
Jim Mackie	Planner
Gordon Willis	Technologist
Ross Martin	Chief Draftsperson
Karen Schafer	Drafting Technologist
Wally Fletcher	Printer
Maureen Dawson	Word Processing

Valuable comments and suggestions were also provided by other members of staff and by Ed Grifone, Alberta Economic Development and Trade.



Part I - Introduction

I. INTRODUCTION

1.0 Overview

The Town of Gibbons is located in the east central part of the M.D. of Sturgeon approximately ten kilometres north-east of the City of Edmonton. Bounded on the east by Highway 28A and on the west by the Sturgeon River Valley, the Town has developed in an elongated pattern between these two physical features. See Map 1, Location, Page 6. Gibbons functions both as an agricultural service centre and as a dormitory community to Edmonton.

The population of Gibbons is 2,335 as reported in the 1986 Canada Census. Based on an evaluation of trends and the development potential of the Region's municipalities and a review of low and high growth expectations, the Town's population is expected to approximately double its present population of 2,335 to reach 4,800 by the year 2001. This represents an average annual increase of approximately 130 people and an average annual rate of growth of 3.8 percent.

The commercial sector of Gibbons is relatively underdeveloped due to a small trading area population and the level of patronage of the Town's commercial establishments by local residents. However, given the population projections and improvements in the level of service and local patronage, the Town has the potential to increase services for this area. Commercial land requirements are projected to approximately double by the year 2001. As the higher population base will make it possible for the Town to support a large variety of commercial establishments, similarly the resulting increase in local employment will help to redirect the trade area population's shopping towards the Town's commercial facilities.

The Gibbons Downtown Plan covers an area of approximately 31 hectares (76 acres) and centres on 50th Avenue from Highway 28A west to 51st Street. The study area boundary is shown in Map 2, page 7.

The central area, the oldest part of the Town, is part of a rich history reflected in some of the businesses and place names of the area. Settlement dates back to the 19th century and is closely linked with the development of the Athabasca Landing Trail in the latter part of the century. By 1889, the Hudsons Bay Company had established a permanent settlement at Athabasca Landing, and the Trail became the preferred route for travellers, commercial traders and settlers travelling north from Edmonton. A bridge over the Sturgeon River, at the original crossing just north of the existing Town, was completed in 1890.

"Several small settlements grew up in the vicinity of the river crossing, Astleyville to the north-east and Battenburg, adjacent to the actual crossing. Weekly mail service, a telegraph office, sawmills and McLean Brothers General Store, which still stands, were established in the vicinity during those years."[1]

"With the construction of the Coronado Railway Spur to the area shortly before 1920, Battenburg was replaced in importance by Gibbons station, named after the man who owned the land on which the station was built. By 1924, the Gillespie Elevator Company had a grain elevator at Gibbons and numerous businesses including a poolroom, John Knotts' meat market and Sam Torenson's Imperial Oil Station were located in Gibbons."[1]

More recent times have seen the development of 50th Avenue as the major commercial thoroughfare, with a variety of commercial developments including three shopping malls. Initially, the commercial facilities served the needs of the community and the surrounding rural area. In the late 1970s and early 1980s local commercial development occurred chiefly in response to the requirements of the growing population of the Town itself. Since that time various economic changes have taken place, both within Gibbons and within the Edmonton Region.

2.0 Purpose of the Plan

The Plan identifies and addresses a number of issues within the Downtown and provides a framework for encouraging and guiding development and redevelopment in the downtown. It is a plan that will reflect Council's statement of intent regarding downtown renewal and revitalization in Gibbons. The Plan provides sufficient flexibility to accommodate the desires of the private sector to provide innovative forms of development. It is intended to:

- guide and enhance the orderly development of land within the downtown;

- accommodate a wide range of land uses and activities in the downtown;

- strengthen the downtown's role in serving the commercial and social needs of the Town; and

- provide opportunities and mechanisms for all groups with an interest in the downtown to participate in the ongoing planning and development there.

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[1] K.W. Tingley, Report on the Battenburg Site, prepared for the Trail North Foundation, December 1981.

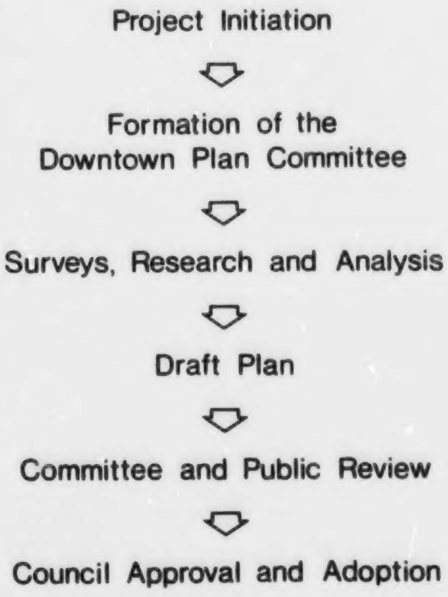
3.0 Process

The Edmonton Metropolitan Regional Planning Commission (E.M.R.P.C.) was requested by the Town of Gibbons to prepare a Downtown Plan in the 1986-87 fiscal year.

The legislative authority for the preparation and adoption of an area redevelopment plan, and in this instance a downtown plan, is outlined in the Planning Act, R.S.A. 1980 under Sections 65, 66 and 67. These sections describe how a Council may, by by-law, designate an area of the municipality as a redevelopment area for the purpose of carrying out land and/or building improvements, as well as undertaking improvements to roadways, public utilities or other services in the area.

The Town's General Municipal Plan (G.M.P.) prepared in 1981-82 with the assistance of the E.M.R.P.C., identified the need to do a more detailed analysis of the commercial area of the Town. Although the General Municipal Plan contains goals and policies designed to support the viability of the downtown, the G.M.P., being a document for the entire community, does not address in specific detail, issues associated with the needs of the downtown. The importance of the downtown, unique within the community, requires that a more detailed policy and action plan be developed.

Figure 1: DOWNTOWN PLAN PROCESS


Project Initiation
Formation of the Downtown Plan Committee
Surveys, Research and Analysis
Draft Plan
Committee and Public Review
Council Approval and Adoption

In order that a cross-section of the community's interests would be reflected in a Plan of this type, Council appointed the Gibbons Downtown Committee to work with staff of the E.M.R.P.C. The Committee consisted of eight members: the Town Administrator, Development Officer, two members of Council, two members of the business community and two citizens. The Committee met regularly from June 1986 to October 1987 providing valuable assistance in the planning process.

Two separate surveys were conducted at the outset of the project to compile the views of both the business community and the residential community concerning their downtown. Details pertaining to these surveys are contained in the Technical Appendix. A number of background reports were also prepared based on these findings and other research required for the project. A Technical Appendix, under separate cover, has been prepared and provides additional information to the introductory paragraphs, policy and action statements found in the Plan. Users of the plan are encouraged to refer to the Technical Appendix for additional information and insight.

4.0 Format

The Gibbons Downtown Plan is a policy and action document directing the future development of the downtown. Seven topic areas, or Plan Components, were identified as being key areas of investigation. Each Section in Part IV of the Plan consists of a brief introduction providing limited background to the reader followed by Policies and Actions. Policies are statements of specific direction agreed upon by decision-makers, while actions represent specific activities that can be undertaken to carry out these policies.

The Plan is a municipal document developed and implemented by Council, therefore the policies and actions begin with the words "The Council" or "The Town". It is recognized, however, that it is not always Council's prerogative or responsibility to carry out an activity and in these cases Council encourages, or works with other groups or individuals who are involved in the implementation of the Plan.

The Council of the Town of Gibbons shall determine the meaning of a term or policy in case of any confusion or disagreement on interpretation.

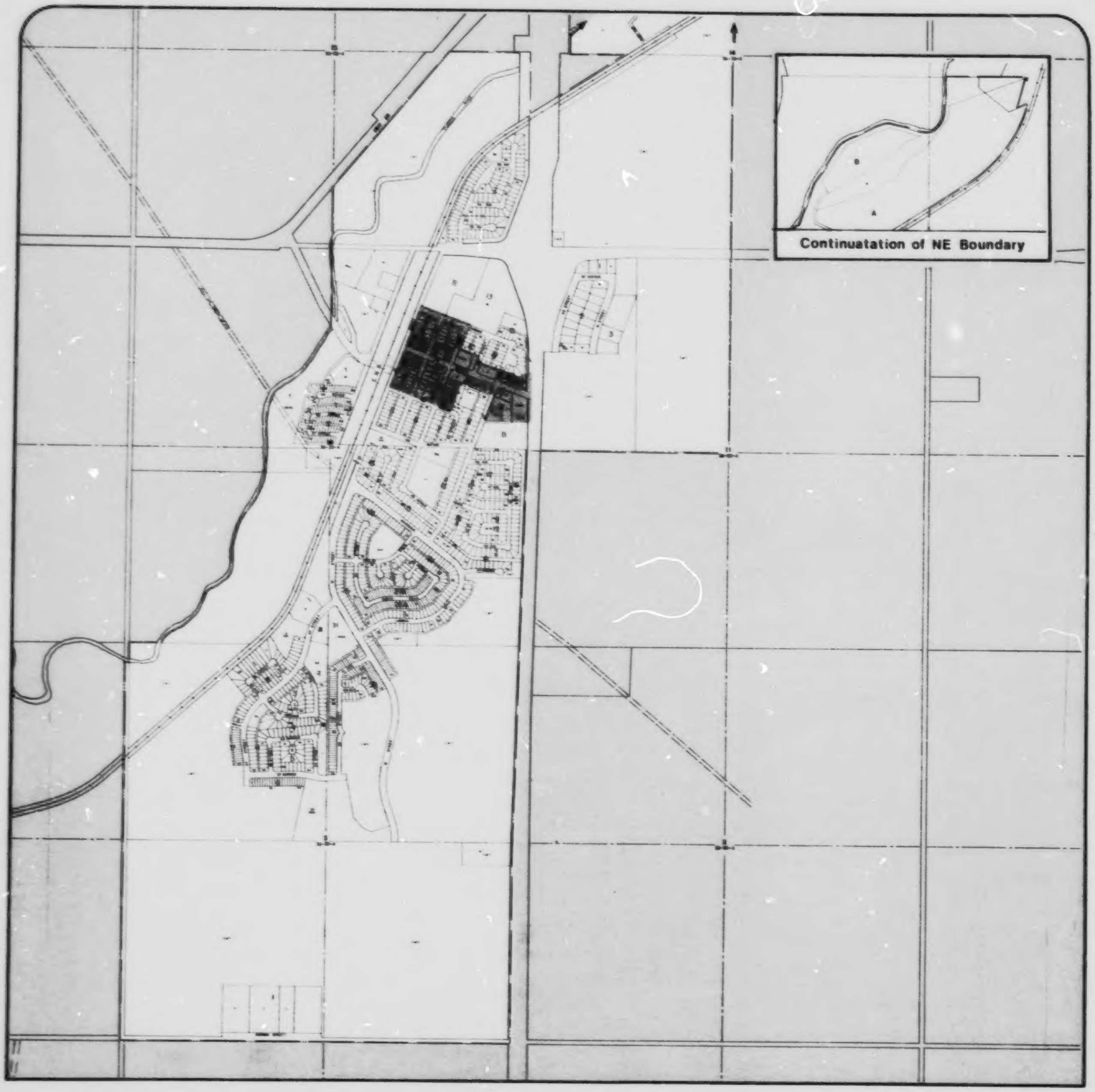
In interpreting the Plan, the Town shall apply the policies of the Plan with a degree of discretion and common sense, recognizing the unique local situation and the intent of the objectives and policies.

In interpreting the policies, the following shall apply:

(a) "shall" when used in the Plan means that the policy must be applied;

(b) "should" denotes a recommended course of action which can be varied providing the overall intent of the policy is maintained;

(c) "will" denotes an intent to undertake action, subject to further study or fulfillment of certain criteria.



Map 1 : LOCATION

—·— Town Boundary

■ Downtown Plan Area

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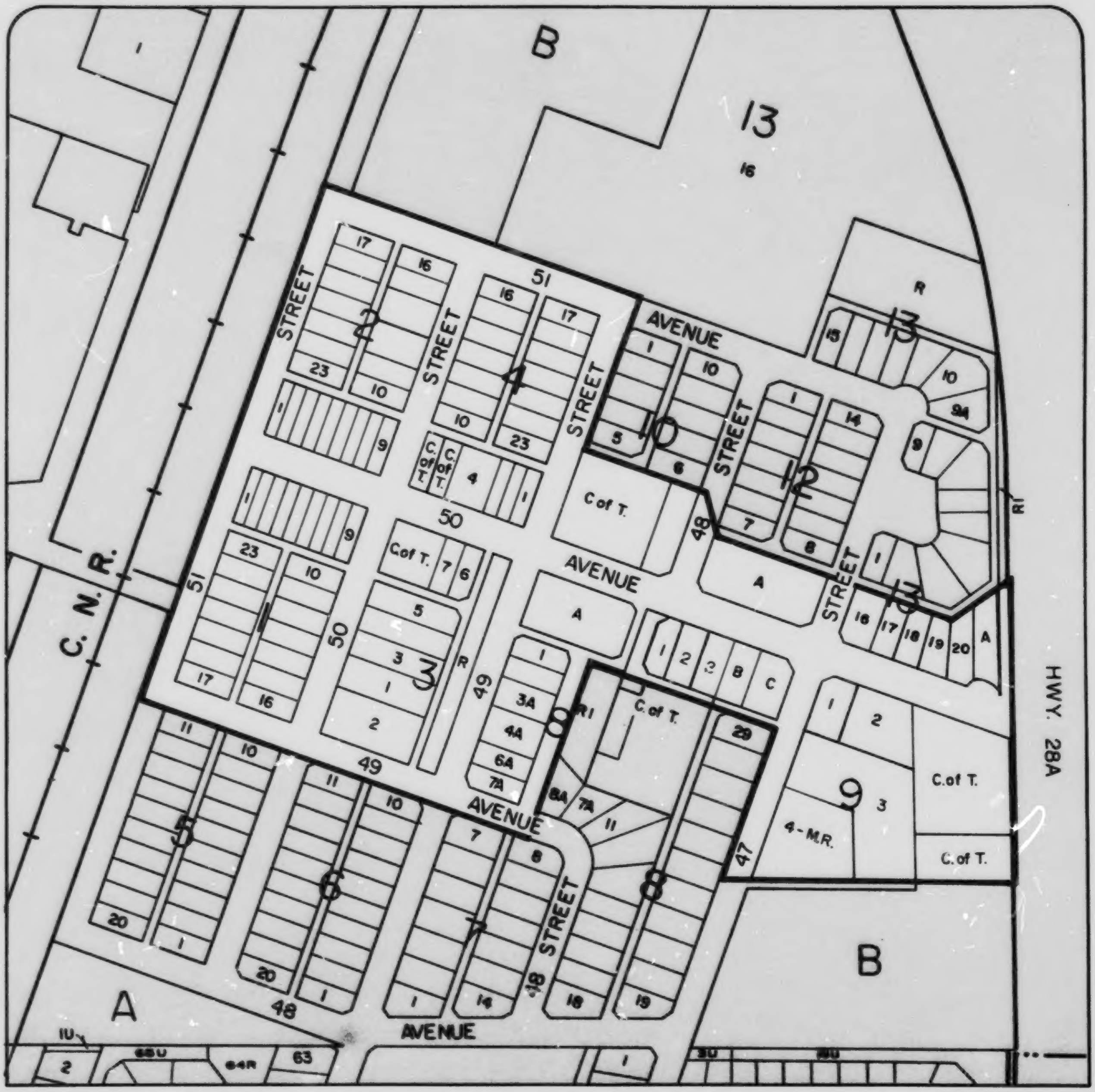


Map 2 : STUDY AREA

Edmonton Metropolitan Regional Planning Commission

0 100 200 400 feet
0 50 100 metres

Part II - Goals and Objectives

II. GOALS AND OBJECTIVES

A goal is a long term statement of the desired state and ultimate accomplishments for a community. The goals in this plan are an expression of the community's vision of the future. They provide an indication of what is to be achieved or pursued. The goals have evolved from a consideration of the issues, needs, desires and aspirations of the residents of Gibbons. They set the framework within which the objectives, policies and actions can be structured.

An objective is an achievable, feasible and measurable end. It is the means of attaining a goal.

The long range goals and objectives for the Town of Gibbons Downtown can be stated as follows:

ORDERLY AND EFFICIENT DEVELOPMENT

Goals

TO MAINTAIN THE DOWNTOWN AS THE BUSINESS, SOCIAL, CULTURAL AND ENTERTAINMENT CENTRE OF THE TOWN AND THE SURROUNDING AREA BY ENSURING A WIDE RANGE OF LAND USES, SERVICES AND ACTIVITIES.

TO STRENGTHEN THE COMMERCIAL FUNCTION OF THE DOWNTOWN AND ENCOURAGE THE DEVELOPMENT OF A FULL RANGE OF COMMERCIAL ACTIVITIES TO SATISFY THE NEEDS AND DESIRES OF THE COMMUNITY.

TO ENSURE THAT NEW DEVELOPMENT CAN BE ACCOMMODATED WITH ADEQUATE PROVISION FOR UTILITY SERVICING AND ACCESS.

Objectives

(a) To maintain 50th Avenue as the main commercial centre ensuring a unified and compact downtown.

(b) To encourage the infilling of presently vacant land along 50th Avenue.

(c) To provide facilities to improve traffic circulation and minimize pedestrian/vehicular conflicts.

(d) To provide for convenient and adequate parking to meet the needs of the downtown.

(e) To phase the installation of services so as to coincide with development occurring in the downtown.

(f) To include social, cultural and entertainment facilities and activities as an integral part of the downtown environment.

CHARACTER AND DIVERSITY

Goal

TO CREATE AN ATTRACTIVE AND INVITING DOWNTOWN ENVIRONMENT, A CENTRAL GATHERING PLACE FOR PEOPLE.

Objectives

(a) To improve the quality of the physical environment by encouraging the replacement of undesirable and incompatible uses and structures.

(b) To enhance the visual impression of the downtown through the sensitive use of landscaping, street furniture and buffers.

(c) To improve the appearance of storefronts and encourage better property maintenance.

(d) To project a clean, bright image and provide needed amenities and services.

(e) To provide design standards for new construction.

(f) To conserve buildings of architectural interest and historical significance.

(g) To improve the downtown environment through the creation and integration of people-oriented places.

ECONOMIC

Goal

TO MARKET THE DOWNTOWN'S SERVICES, ACTIVITIES AND OPPORTUNITIES TO PROSPECTIVE USERS

Objectives

(a) To strengthen the downtown's role in serving the commercial and social needs of the Town, its surrounding areas, and visitors alike.

(b) To attract economic activities to the downtown by providing new opportunities for the business community and developers through the effective promotion of the downtown on a province-wide basis.

(c) To realize the downtown's economic potential as an important subregional service centre and as a vital part of the town's economic and tax base.

ORGANIZATION

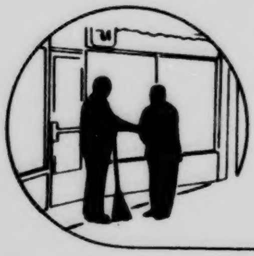
Goal

TO DEVELOP A CO-ORDINATED APPROACH TO DOWNTOWN IMPROVEMENTS BY ENCOURAGING THE RESIDENTS AND MERCHANTS TO PARTICIPATE IN THE PLANNING AND IMPLEMENTATION PROCESS.

Objectives

(a) To match actions with participants in order to produce a clearly understood and effective organizational process.

(b) To develop a system of priorities to direct the energies of the Town's organizations to create a better downtown.



Part III - Role of the Downtown

III. ROLE OF THE DOWNTOWN

In Gibbons, the downtown has historically been the main focus of the community and continues to remain so. It provides the business, civic and leisure opportunities and experiences that have traditionally been located in a downtown.

Over time, Gibbons has evolved from a rural service centre to a centre providing essential goods to a growing residential population. It is recognized, however, that the Town's potential has not been met in terms of its ability to capture new markets and better serve the immediate area.

So what can be seen in the future for Gibbons? What does the community envision for their Town in general, and in particular, their downtown?.

As evidenced by the various surveys that were conducted and the close contact maintained with both public and elected officials as well as interested citizens, a more beautiful and identifiable downtown Gibbons should be considered as the first step to revitalization.

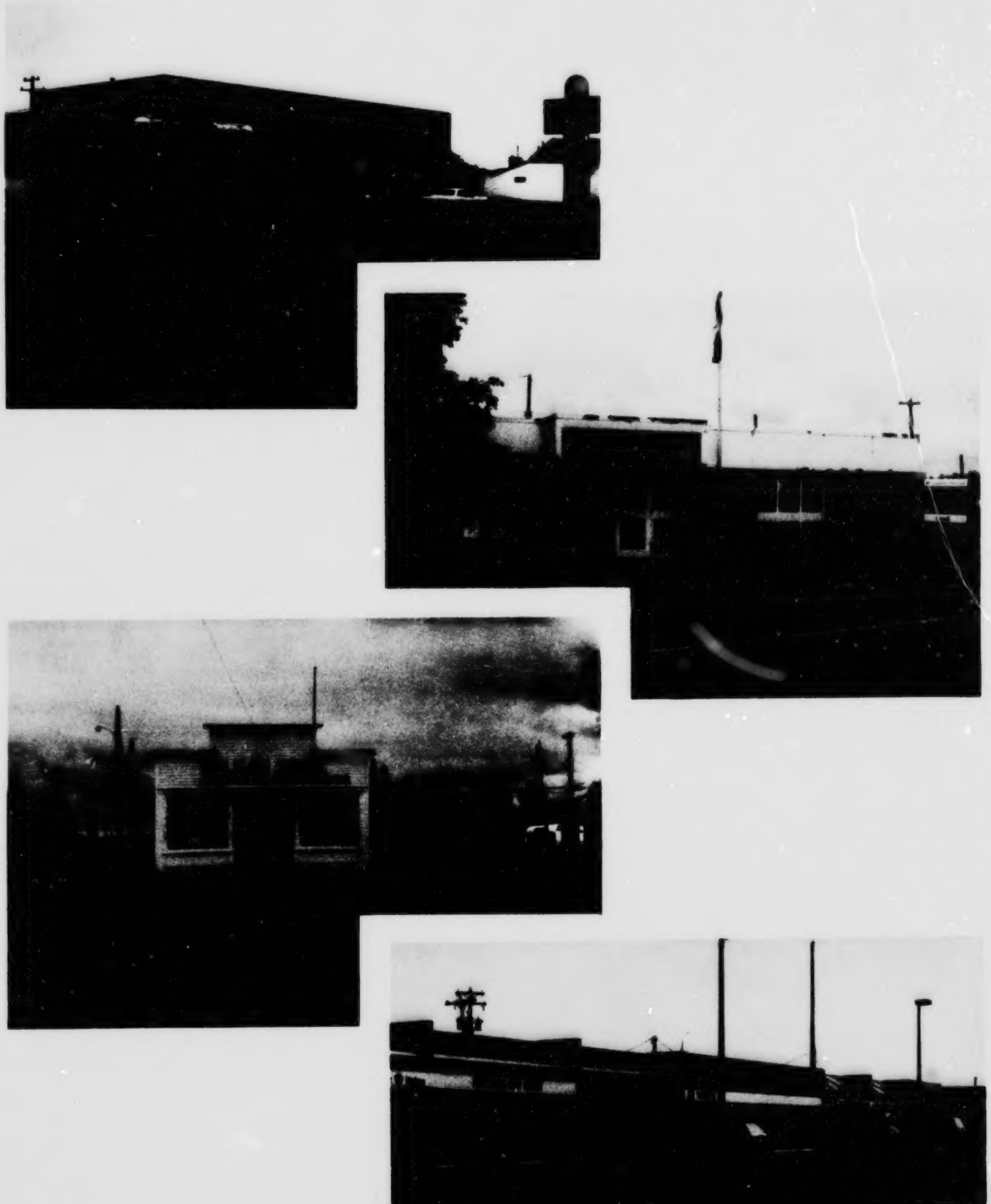
The central features of a strong downtown are diversity of uses and experiences, high levels of activity and the linkages among uses. All three features are essential to create an attractive and viable downtown.

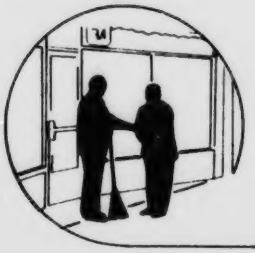
The pattern of new development and revitalization should emphasize the creation of a compact and functionally integrated downtown. Infilling of land uses and business retention along Fiftieth Avenue or "main street" should receive the highest priority. Land uses, sizes and types of facilities, kiosks, street furniture and the open spaces between intensive uses, should create a pleasing setting and a unique overall identity. This identity should reflect the history and role that Gibbons plays as a subregional commercial, service and social centre.

Urban design considerations play an important role in the image and perception of the downtown. As the downtown becomes more attractive, it will attract more pedestrian activity to its streets and that will in turn provide the seed from which new businesses can grow.

Centres of activity in and adjoining the downtown, especially the school/recreation grounds, community hall, churches, the retail area and civic offices should be closely related to one another. Thus the range of services offered local residents and out-of-town visitors should be expanded to make the downtown a more inviting place.

Finally, the role of the downtown as a place for special events, sales promotions and additional cultural facilities must not be overlooked. New initiatives must be taken to provide facilities, services and events that will attract visitors and residents.





Part IV - Plan Components

IV. PLAN COMPONENTS

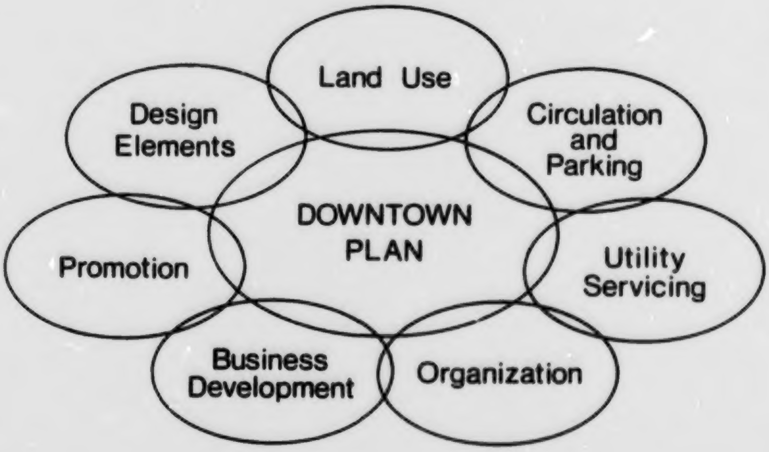
1.0 Introduction

This part of the plan presents the recommended policies for Downtown Gibbons and a programme of action to implement the goals and objectives contained in the Plan. Some components are long range, while others require more immediate action. All of these fall within the framework of the longer range goals and objectives contained in Part II.

The policies and actions will guide the everyday decisions of the Town Council, its administration and decisions of the community and public agencies concerned with the improvement of the downtown. The policies and actions can serve to co-ordinate these daily decisions, in the context of the goals and objectives, and assist private individuals in making better investment decisions.

The Gibbons Downtown Plan consists of a series of component elements including: a plan for existing and proposed land uses; proposal for enhancing the Town's image and appearance, and recommendations/proposals for the improvement of the Town's circulation and parking, business development, promotion and organization. These are expressed in terms of policies, actions, illustrations and conceptual ideas for areas requiring further design treatment.

Figure 2: PLAN COMPONENTS



2.0 LAND USE

2.1 Introduction

Land use in downtown Gibbons is characterized by a number of different activities commonly found in central urban areas - business, retail, public service, professional, recreation, social, residential and religious. The existing land use, which has evolved over a number of years as a result of different ideas and policies in place, acts as the basis for determining future opportunities and constraints for downtown development and revitalization. Map 3, Existing Land Use, is found on page 18.

Fiftieth Avenue is the "main street" and the commercial core of downtown Gibbons. Shown on Map 4, Downtown Areas, page 19, as Area 1, it is fronted by retail and business establishments, three places of worship (Emmanuel Anglican, Gibbons United and Gibbons Pentecostal), the library and public works yard as well as a considerable amount of vacant land.

The area north of 50th Avenue (Map 4, Area 2), is presently in the transitional stage of its development. It contains a variety of land uses including residential, commercial, retail and public. Formerly a residential district, other land uses have been gradually displacing the single family dwellings.

South of 50th Avenue (Map 4, Area 3) the land is used primarily for residential purposes. A limited amount of parkland and commercial development has occurred there, though the area still retains a predominantly residential character.

Land uses in the vicinity of the central business district are both important and influential. In Gibbons, these peripheral areas include the arena and adjoining playgrounds, Gibbons School, Sacred Heart Catholic Church and the senior citizens' complex. The activities associated with these land uses can provide support to the downtown by attracting people to the area.

The pattern of development along 50th Avenue can be described as having an uneven appearance. The scattered location of the existing retail businesses does not promote pedestrian movement but rather encourages the use of the automobile. Buildings have been set back from the road to accommodate on-site parking and this has, in some instances, reduced the exposure of businesses and created a main street that lacks unity. Future development will be designed to alleviate these problems. Map 5, Future Land Use, page 20, shows the recommended pattern for future development that will be supported through policy and action.

Fiftieth Avenue, the Town's "main street", will remain commercial in character. Several nonconforming uses will be encouraged to relocate to more suitable locations. The Town and the business community should give priority to this part of the downtown and encourage infilling of the existing vacant buildings and lots.

A downtown focal point is being recommended to unify the two ends of 50th Avenue at the intersection of 50th Avenue and 49th Street. Lot A on the southeast corner would provide an excellent site for an administrative or civic centre containing the library, fire hall, town offices and meeting rooms, as well as incorporating some retail space into the design. The north-east and north-west corners, presently containing the Gulf Station Service Department and a residence converted to office space, should be redeveloped to uses more in keeping with the main street activities of the downtown. The south-west corner contains Centennial Park which can be enhanced and integrated into a "people space", thereby encouraging people to congregate in the downtown. Section 5.0, Design Elements, provides further details respecting this intersection.

The North Business Area, located in the two blocks to the north of 50th Avenue, should continue to evolve into an office and retail area. Development in Block 4 facing 49th Street would be best suited to professional uses such as office and medical services to reduce the amount of activity along this street during the evening hours. Facing this block are homes built in the last twenty years which are in good condition and should remain in residential use for the long term.

Retail development should be encouraged to locate along both sides of 50th Street in this north business area. The existing homes are "nonconforming uses" and should eventually be replaced as the demand for commercial uses or land increases.

Block 2, fronting on 51st Street, should be retained for large site users, such as furniture stores, car dealerships and lumber outlets.

The South Business Area, consisting of Blocks 1, 3 and the western portion of Block 8 south of 50th Avenue, will remain largely residential for the medium term. This area provides a good buffer between the downtown and the more established residential neighbourhoods to the south.

Block 8, facing 49th Street is a well established residential neighbourhood overlooking Centennial Park and this block should be retained in residential use over the long term.

The two blocks adjacent to 50th Street south of 50th Avenue have maintained their residential character and should also be conserved for this use. The encroachment of the Sears Catalogue Office and J Bar Realty sharing a renovated house on Lot 5, in Block 3, have not detracted substantially from the area. The apartment building, in Block 3, provides alternative living accommodations for residents in Gibbons. The further development of multi-family housing in this area should be encouraged.

Block 1 facing 51st Street is being recommended for large site users similar to Block 2 in the north business area.

The semi-public uses located in the downtown will be encouraged to enhance and strengthen their prominence there. In particular, the churches offer a pleasing variation in the downtown streetscape.

The following policies and actions have been developed to help the community of Gibbons achieve its goal of maintaining the downtown as the business, social, cultural and entertainment centre and to strengthen its commercial function.

2.2 Policies

2.2.1 Council should ensure that, in the long term, commercial uses shall predominate in the downtown area.

2.2.2 The Town shall support the continued concentration of commercial uses along 50th Avenue to ensure a unified and compact downtown.

2.2.3 The Town should encourage and give preference to the infilling of vacant land along 50th Avenue prior to extending commercial expansion along 49th and 50th Streets north.

2.2.4 Council shall promote the establishment of a downtown focal point at the intersection of 50th Avenue and 49th Street.

2.2.5 The Town will support the development of Block 1 and 2, fronting on 51st Street and the Canadian National Railway line, for commercial uses requiring larger sites.

2.2.6 The Town should encourage non-residential uses to locate in the area north of 50th Avenue.

2.2.7 The Town shall endeavour to minimize the negative impact of development on adjacent residential neighbourhoods.

2.2.8 Council shall endeavour to maintain the area south of 50th Avenue for residential use in the foreseeable future.

2.2.9 Council will encourage the development of multiple family residential units in the area south of 50th Avenue.

2.2.10 The Town should promote the redevelopment of the downtown by encouraging businesses to replace or rehabilitate deteriorated or obsolete buildings.

2.2.11 Council shall ensure that public lands (parks, playgrounds, roadways) are maintained and upgraded.

2.2.12 Council should encourage owners of vacant land to maintain their properties free of debris, weeds and long grass.

2.2.13 Council should encourage owners of vacant buildings to maintain them to a reasonable level of repair.

2.3 Actions

2.3.1 Council will designate, through the Land Use By-law, sufficient land in suitable locations to accommodate a variety of commercial, retail and service needs of the Town.

2.3.2 Council will review and amend the existing Land Use By-law in order to implement the following:

(a) the establishment of a focal point at the intersection of 50th Avenue and 49th Street in order to attract financial, professional and retail uses;

(b) new multiple family residential development in Blocks 1 and 3 fronting on 50th Street;

(c) more effective use of land, including increased densities along 50th Avenue;

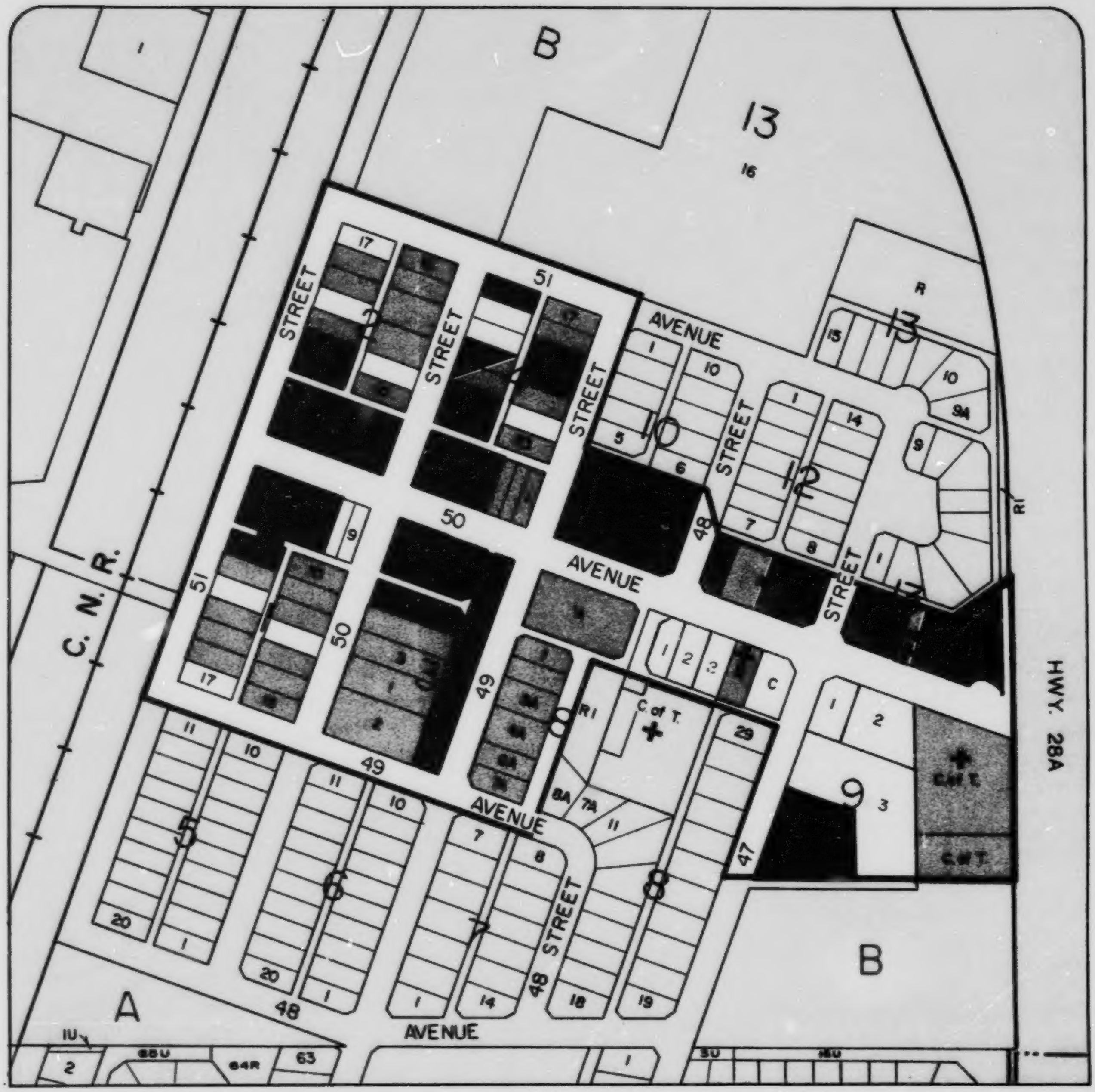
(d) the adoption of a suitable range of interim land uses, including passive park areas and parking lots, for lands that are presently vacant;

(e) the location of professional (office, medical service) uses in Block 4 fronting on 49th Street;

(f) commercial infilling along both sides of 50th Street north of 50th Avenue.

2.3.3 Council will reconsider the wording of Section 24 of the Land Use By-law (Objectionable Items in Yards) to include commercial districts.

2.3.4 Council will work with the business community to find interim uses for vacant properties.



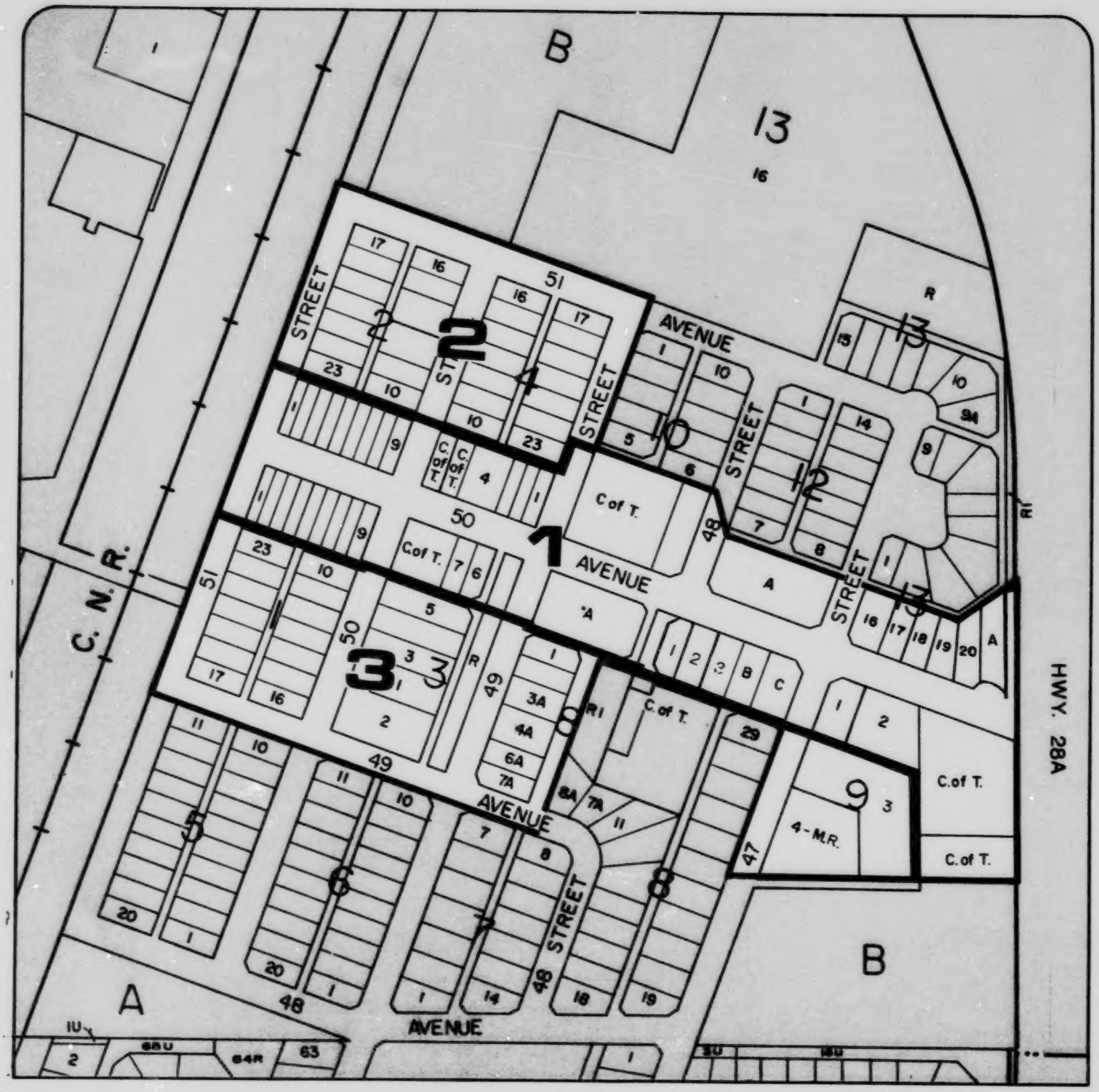
Map 3 : EXISTING LAND USE

▨ Residential
▨ Semi-Public
☐ Vacant Land
■ Commercial
■ Open Space
✚ Church

Edmonton Metropolitan Regional Planning Commission

0 100 200 400 feet
0 50 100 metres

N



Map 4: DOWNTOWN SUB-AREAS

Sub-area **1** Fiftieth Avenue

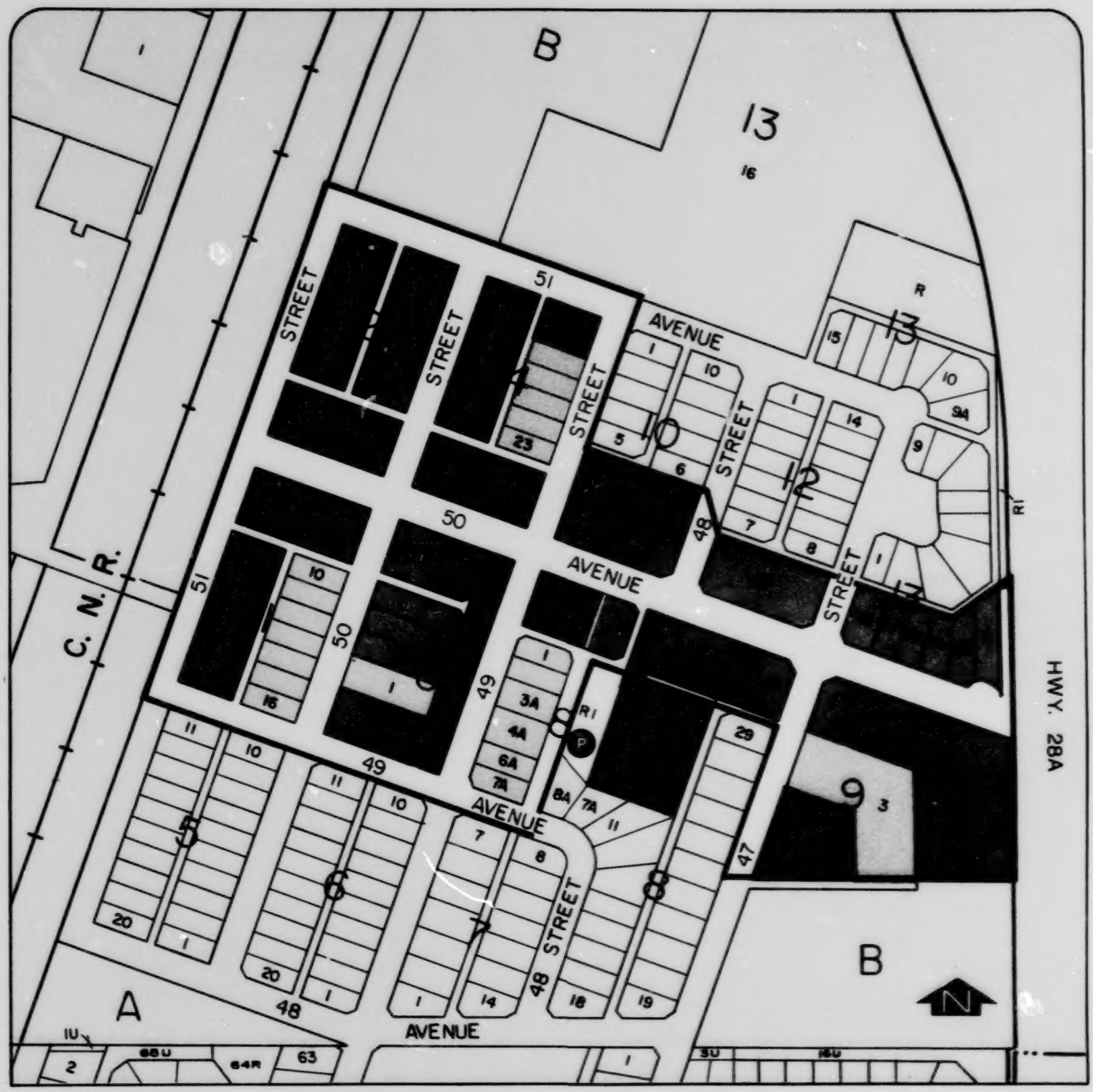
Sub-area **2** North Business Area

Sub-area **3** South Business Area

Edmonton Metropolitan
Regional Planning
Commission

0 100 200 400 feet
0 50 100 metres

N



Map 5 : FUTURE LAND USE

▨ Residential

■ Large Area Commercial

■ Semi Public

■ Commercial

▨ Professional

■ Open Space

Edmonton Metropolitan Regional Planning Commission

0 100 200 400 feet
0 50 100 metres

● Municipal Parking Lot

GIBBONS DOWNTOWN PLAN

3.0 CIRCULATION AND PARKING

3.1 Introduction

The Town of Gibbons is served on the east side by Highway 28A, which provides direct access to the downtown via 50th Avenue. Highway 28 to the west of Gibbons provides a less direct route connecting to a local road over the Sturgeon River Valley. See Map 6, Road Hierarchy, page 25. Alberta Transportation is presently considering a new river crossing to link Highway 28 and the town. This new alignment with 50th Avenue will provide a direct access route to the downtown from the west. Future plans to close off 50th Avenue at Highway 28A, at the east end of the Town, in favour of a major intersection to be built further to the north are also part of Alberta Transportation's plans.

Traffic patterns in the downtown focus on 50th Avenue. One of several arterials in the town, it provides access to the development along its length as well as to side-streets where business expansion is occurring. The concentration of traffic along this route benefits the community by directing people to the downtown where their presence makes them potential patrons.

On- and off-street parking, is readily available and conveniently located throughout the downtown. See Map 7, Existing Circulation and Parking, page 26. Newer developments provide on-site parking at the front of the buildings, though peak use periods still create problems of undersupply at the Royal Bank, Super A and Community Hall. Parking is available on both sides of 50th Avenue, offering a mix of parallel and angle spaces. The width of the road lends itself to more angle spaces providing that safe corner and driveway setbacks are observed.

Large vehicles, including trucks, tractor trailers and buses, are also permitted to park on 50th Avenue. At present they are confined to the south side of the avenue east of 48th Street to Highway 28A. Some of these vehicles may occupy this zone for two or three days. As future commercial development occurs, however, alternative parking arrangements may have to be considered.

The movement of people is an integral part of downtown planning. In Gibbons' downtown, pedestrian activity is concentrated between parked vehicles and nearby destinations. There is little pedestrian movement along the streets even though the sidewalks are convenient and in good condition.

The following policies and actions have been developed along with Map 8, Future Circulation and Parking, page 27, to assist the Town in providing facilities to improve traffic circulation, minimize pedestrian/vehicular conflicts, and provide adequate parking to meet the future needs of the downtown.

3.2 Policies

3.2.1 The Town shall ensure that there is good access to the downtown from the remainder of the community and the surrounding area.

3.2.2 The Town will maintain 50th Avenue as an arterial road, and as the main street in the downtown, serving as an entranceway, providing access to adjacent businesses and connecting nearby residential and business areas.

3.2.3 The Town shall take measures to maintain an efficient flow of vehicular and pedestrian movement along 50th Avenue.

3.2.4 The Town should ensure that convenient parking facilities and bicycle racks are distributed throughout the downtown area.

3.2.5 The Town should negotiate with property owners to utilize downtown vacant lands for parking when additional space is required.

3.2.6 Council will review truck parking on 50th Avenue.

3.2.7 The Town will ensure that all on and off-site parking is well maintained.

3.2.8 Council should establish adequate buffering and landscaping standards for parking areas.

3.2.9 Council should review traffic and pedestrian controls to ensure that adequate safety is maintained.

3.2.10 The Town shall undertake physical improvements to sidewalks and other pedestrian ways in order to encourage movement in the downtown.

3.3 Actions

3.3.1 Council should amend the General Municipal Plan Policy 8.2.1(5) to ensure that the present access from 50th Avenue to Highway 28A is maintained.

3.3.2 Council should develop a parking plan for 50th Avenue and undertake a programme to:

(a) apply the safest setback from corners and driveway entrances;

(b) determine the best angle of parking;

(c) paint lines on 50th Avenue that will clearly define the areas where angle parking is permitted.

3.3.3 Council should investigate alternative locations suitable for the parking of large trucks.

3.3.4 Council should undertake a review of the Land Use By-law to:

(a) determine if the current parking regulations for on-site parking spaces are too restrictive;

(b) establish specific guidelines for parking lot buffering and landscaping.

3.3.5 Council should adopt a by-law and allocate funds for the following traffic management projects:

(a) the installation of a pedestrian activated crosswalk at the 49th Street and 50th Avenue intersection, west side, in addition to the Gibbons School providing crossing guards;

(b) pedestrian crosswalk pavement markings and signs on 50th Avenue,

(i) at the intersection of 47th Street, east side
(ii) at the intersection of 50th Street, west side
(iii) at the intersection of 49th Street, east side

3.3.6 Council encourages the use of private parking lots to handle overflow parking during special events.

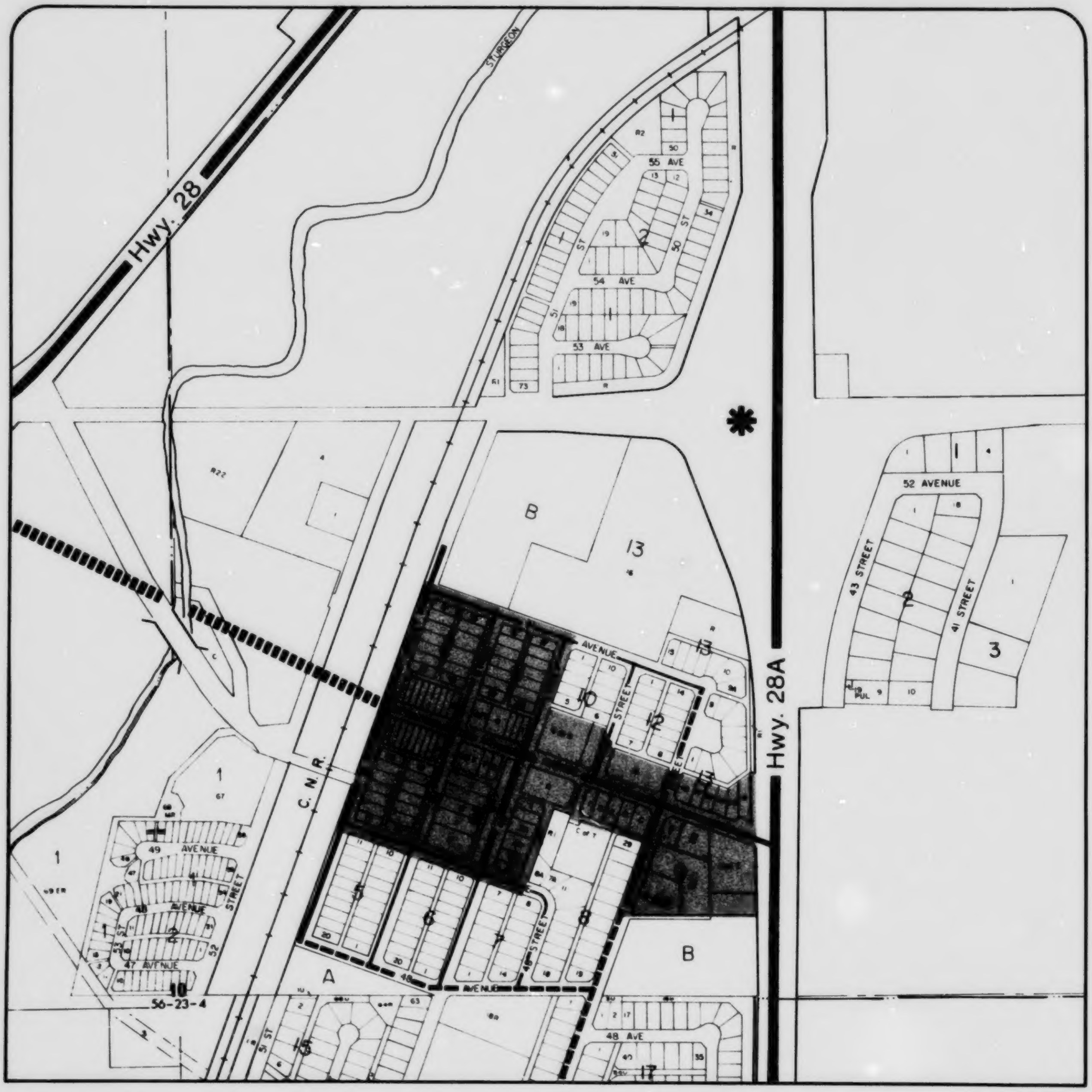
3.3.7 Council should encourage the use of municipal parking areas to handle overflow parking during special events at the arena and curling rink through the use of more prominent signs at the Canadian National Railway yard.

3.3.8 The Town should facilitate pedestrian movement in the downtown by providing:

(a) flared corner curbs to assist with stroller, wheelchair and cart movement and;

(b) physical and visual linkages between areas such as the school and downtown, the river valley and downtown and Williams Park and downtown through the use of:

  (i) directional and informational signs
  (ii) uniform paving materials
  (iii) extension of downtown tree planting.



Map 6: ROAD HIERARCHY

▬ Highway

— Arterial Road

- - - Collector Road

— Local Road

═ Existing Bridge Crossing

▮▮▮▮ Proposed Bridge Alignment (approximate only)

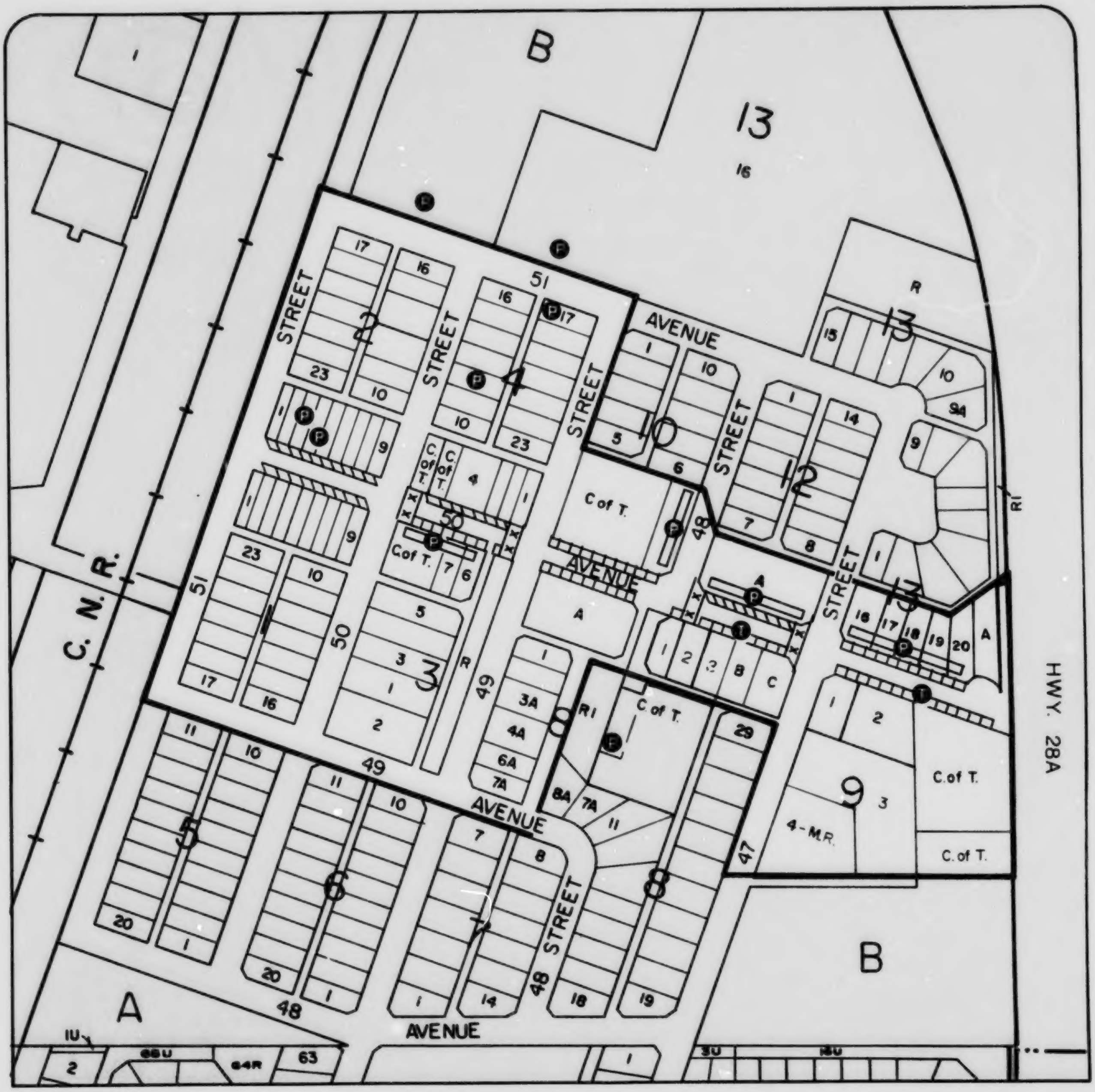
✱ Proposed Access to Gibbons from Highway 28A

Edmonton Metropolitan Regional Planning Commission

0 100 400 feet

0 50 100 metres

N



Map 7: EXISTING CIRCULATION AND PARKING

⊥⊥ Crosswalk (Single Lines, No sign)

▭●▭ Off-Street Customer Parking

▨ On-Street Parking - Angle

▥ On-Street Parking - Parallel

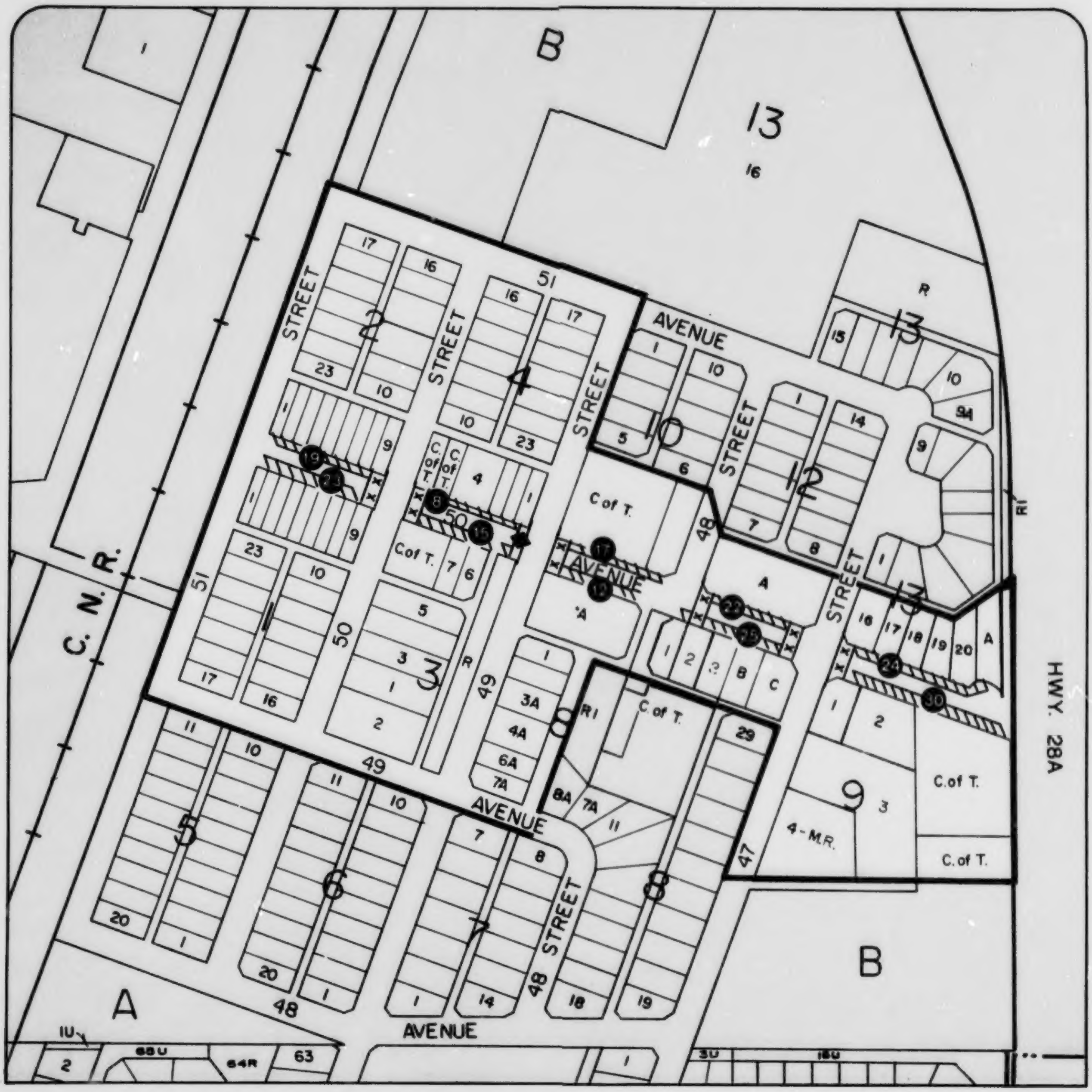
● On-Street 24 Hour Truck Parking

Note: Parallel Parking on all side streets available but not shown.

Edmonton Metropolitan
Regional Planning
Commission

0 100 200 400 feet
0 50 100 metres

N



Map 8: FUTURE CIRCULATION AND PARKING

Pedestrian Activated Crosswalk with Lights	On-Street Parking - Angle and Number of Stalls
Crosswalk and Sign	Note: Parallel Parking on all side streets available but not shown.

Edmonton Metropolitan
Regional Planning
Commission

4.0 UTILITY SERVICING

4.1 Introduction

Water

The Capital Region Northeast Water Services Commission, established in August of 1984, supplies water services to Gibbons, Fort Saskatchewan, Redwater, the County of Strathcona and the M.D. of Sturgeon. The main line servicing the Town and the other communities in the area has a pumping capacity of 13,638 kilolitres (3 million gallons) per day which could serve a population of 30,000 if all pumping facilities were installed and brought on-stream.

A new on-line water reservoir with a capacity of three-quarters of a million gallons was built in 1977 at Poplar Park located at 43 Avenue and Poplar Drive. In 1982, a second storage tank was built on the same site to bring the system up to a 2.2 million gallon capacity. A pumping station delivers the water into the local distribution system through 6 inch water mains.

Two emergency stand-by pumps are available to pump an additional 6,000 gallons per minute into the water system. The first pump automatically begins operating during a power failure while the second pump is designed to maintain pressure during high demand situations (for example during a fire) or when the water pressure drops significantly.

The current storage facilities and mains are adequate to serve a population of 5,000 people, approximately double the present population of Gibbons. The system could be upgraded in the future by adding an on-line storage reservoir and increasing pump capacity.

The downtown is serviced by 6 inch water mains that criss-cross the downtown north and south along each street and east and west along 50th Avenue (Map 9, Utility Servicing, page 30). The area is very well serviced and the present mains can adequately accommodate significant additional new development in the downtown.

Sanitary Sewer

The Town of Gibbons is connected to the Capital Region Sewage Commission system where sanitary effluent is carried by a sewer main to the City of Fort Saskatchewan pump station and on to the Capital Region Sewage Treatment Plant located in the County of Strathcona.

An internal collection system of 8 inch diameter sewer mains collects the effluent locally. Aided by a pumping station located on the banks of the Sturgeon River, west of the old sewerage lagoon site, the sanitary waste travels through seven kilometres of force main then by gravity to Fort Saskatchewan and the regional sewage plant for treatment.

The sanitary sewer mains are located on each street and avenue in the downtown area (Map 9, Utility Servicing, page 30). At present the system is estimated to be adequate for the next twenty years. The existing pump station is already designed to accommodate an additional pump in the future, while a twinning of underground pipes would complete the expansion.

Storm water drainage is handled by surface runoff along street curbs to open drainage ditches where it discharges into the Sturgeon River. This method is satisfactory to handle present downtown storm runoff.

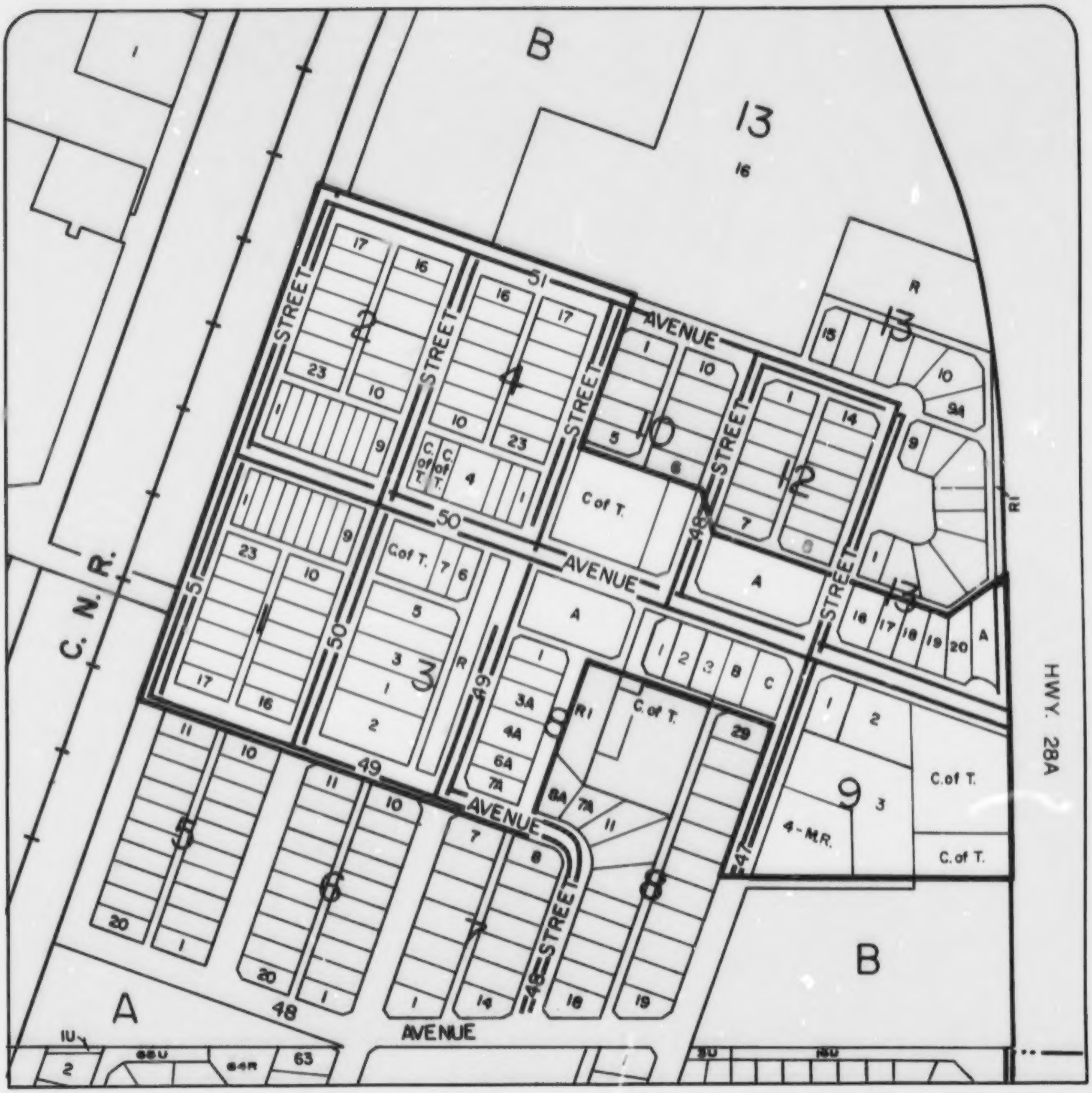
The following policy and action statements have been developed to carry out the plan's goal of ensuring that new development can be accommodated with adequate utility servicing.

4.2 Policy

4.2.1 The Town will monitor the demand for increased utility services in the downtown.

4.3 Action

4.3.1 The Town will undertake continuous review of the water and sanitary sewer services in the downtown in order to maintain a regular schedule of improvements, determine the method of financing and allocate improvement costs between the public and private sectors.



Map 9: UTILITY SERVICING

—— Water Main - 6 inch diameter

—— Sewer Main - 8 inch diameter

Edmonton Metropolitan
Regional Planning
Commission

0 100 200 400 feet
0 50 100 metres

N

5.0 DESIGN ELEMENTS

5.1 Introduction

Visual appearance is very influential and of major importance in determining the type and level of activity in the downtown area. It is often neglected and sometimes thought of as being unnecessary and unprofitable. However, appearance is important in helping to attract and retain a clientele by making the downtown attractive.

The entranceway to the Town provides an introduction to what might be expected beyond. It functions as the initial contact for the viewer contributing to first impressions, expectations and opinions. Direct access to Downtown Gibbons is via Highway 28A. Landscaping around the entrance sign is a recommended first step in improving the Town's appeal to the public.

Fiftieth Avenue, the main commercial area, is a wide street that handles traffic well but does not promote the closeness that is needed in a downtown. It is necessary to physically and visually narrow the view by bringing the storefronts closer to it. On-site parking to the side or rear of buildings would allow storefronts to expand toward the street. The creation of attractive pedestrian spaces would encourage people to spend more time in the downtown, likely choosing to walk rather than to drive between destinations. The introduction of a point of interest at the intersection of 49th Street and 50th Avenue would serve not only as a focal point for the downtown but for the whole community.

Moving west along 50th Avenue to the 'T' intersection at 51st Street the pedestrian and motorist alike view the cluttered Canadian National Railway yards. The area contains box cars, automobile parking, office trailers, power poles and signs. Recognizing that a new bridge alignment is proposed at this entrance to the town in the long term, council should consider short term beautification measures to be undertaken at this intersection.

Gibbons is fortunate to have three churches along its main street. They not only add variety to the commercial streetscape but add interest to the downtown. The view of these churches should be protected when new development is being proposed.

The development of design standards that will create a unified appearance in the downtown is essential. New building design should compliment those already existing and be pedestrian oriented. Street signs and street furnishings such as benches, waste receptacles and lamp standards should be standardized and must be not only compatible but also affordable and durable.

In order for Gibbons to maintain the downtown as an area of primary importance in the community there is a requirement for change. The following policies and actions have been developed to carry out the goal of creating an attractive and inviting downtown environment.

5.2 Policies

5.2.1 The Town should work together with the business community and other levels of government to improve the visual quality of the downtown through landscaping and streetscape design.

5.2.2 The Town will review new development proposals in order to ensure that pleasing and attractive pedestrian spaces have been incorporated into the design.

5.2.3 The Town will develop design guidelines for streetscape furnishings and sidewalk improvements.

5.2.4 The Council should encourage the conservation of buildings of architectural interest and historical or heritage significance.

5.2.5 The Town should maintain the visibility from 50th Avenue of the following landmark buildings: Sacred Heart Catholic Church, Gibbons United Church and Emmanuel Anglican Church.

5.2.6 The Town should enhance the appearance of the Highway 28A entrance into the downtown.

5.2.7 Council will ensure that downtown design improvements carried out in the commercial area to the north and the residential area to the south of 50th Avenue are compatible with the 50th Avenue improvements.

5.3 Actions

5.3.1 The Town should develop design guidelines that will create a unified appearance in the downtown and should address:

- (a) building design (display windows, exterior finishing, colours, building height, roof shape, awnings);
- (b) signage (colours, type, size);
- (c) street furnishings which are compatible, affordable and durable;
- (d) a unified design for all benches, planters and waste receptacles;
- (e) paving pattern (textured concrete, coloured concrete, interlocking paving stones).

5.3.2 The Town in co-operation with the business community should develop landscaping guidelines which will address shading, wind protection, size of trees and screening techniques.

5.3.3 The Town's support of the creation of a downtown focal point at 49th Street and 50th Avenue can be implemented through the following measures;

- (a) run an open design competition to determine the unique form that should be considered for this intersection (monument, sculpture);
- (b) allocate funds for the construction costs;
- (c) if plantings are integrated into the scheme, council may wish to negotiate with local service clubs or the seniors' group for a commitment to regular maintenance.

5.3.4 Council should work with Canadian National Railway and community groups to landscape a small area of land at the 'T' intersection formed by 50th Avenue and 51st Street in order to provide a more attractive view at this major junction.

5.3.5 Council should evaluate and allocate funds for the following sidewalk improvements:

(a) sidewalk widening programme to begin at the intersection of 50th Avenue and 49th Street for the enhancement of pedestrian movement;

(b) flared corner curbs to assist with cart, stroller and wheelchair mobility.

5.3.6 The Town shall investigate the available government grants and loans programmes that may be instrumental in preserving buildings of architectural and historical nature such as the McLean Bros. Merchants, Pop Shoppe and the Loblick Block.

5.3.7 The Council should work with Alberta Transportation and other affected parties to undertake a beautification programme at the Highway 28A entrance.

(a) to screen the background elements of the buildings, fences and roof lines by adding trees and shrubs behind the existing Town of Gibbons wooden welcome sign;

(b) to incorporate flowers, shrubs or other appropriate plantings in the foreground of the sign;

(c) for the removal of the light standard to a more suitable location;

(d) to consider the removal of portable signs and community service club boards to more suitable locations.

5.3.8 In an attempt to integrate the north business area with the downtown, Council should develop a strategy to:

(a) incorporate the same design elements adopted along 50th Avenue for this area (plantings, street furnishings, pavement);

(b) promote infilling creating a continuous street facade which is more representative of a business area;

(c) encourage the landowners to create building designs that will complement adjacent buildings.

(d) encourage on-street or rear building parking;

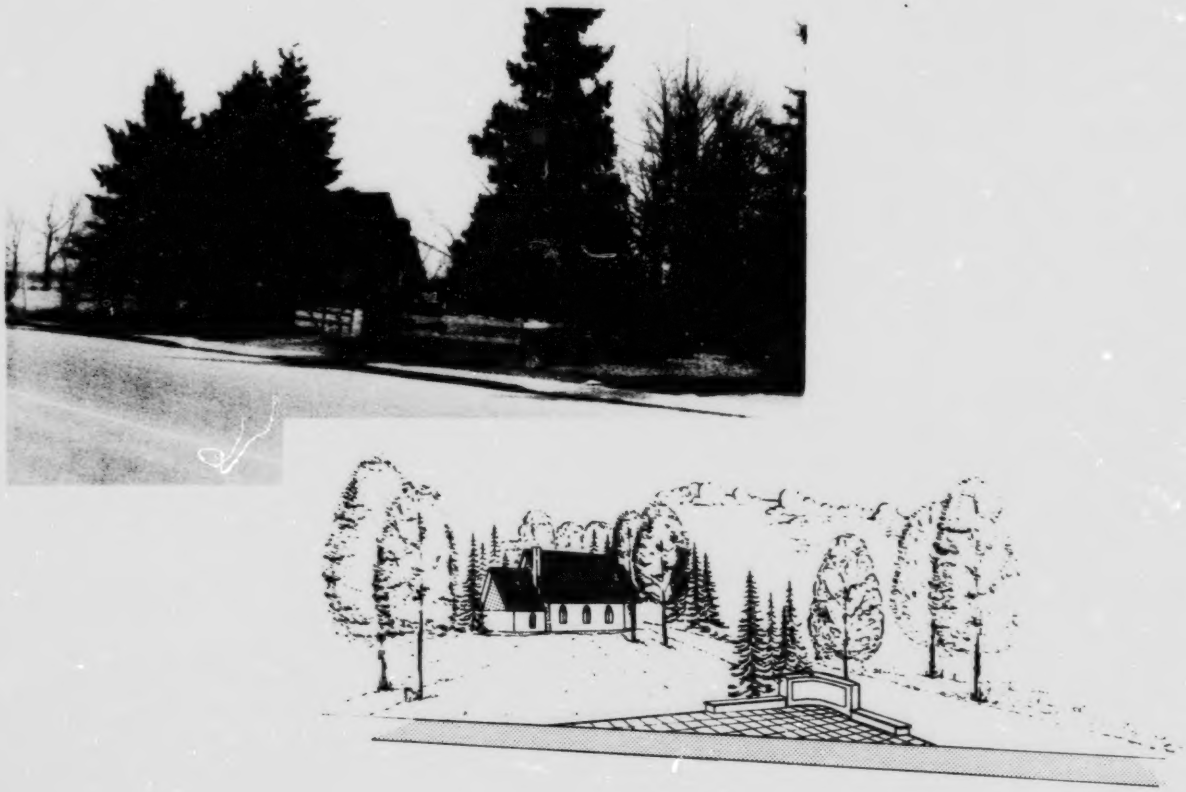
5.3.9 Council should develop a long term strategy to integrate 50th Avenue design elements into the south business area.

5.3.10 The Town should work with the Emmanuel Anglican Church members to:

(a) improve visibility of the site from the highway and main entrance; and

(b) to establish a marker recognizing the historical importance of the site.

5.3.11 The Town shall investigate the available government grants and loans programmes that may be of assistance for downtown beautification, landscaping and park development.



6.0 BUSINESS DEVELOPMENT

6.1 Introduction

Business development can be defined as the maintenance, strengthening and diversifying of the downtown's economic base. It is essential to maintain the businesses that exist in the downtown along with their clientele. It is equally important, however, to encourage these businesses to expand and to actively recruit new business prospects to locate in the downtown.

Downtown Gibbons is fortunate to have an established base of convenience and service outlets. The Red Rooster, Mo's Super A, Gibbons IDA and Gibbons Drycleaning are just a few of the businesses that offer convenience to residents and visitors alike. The downtown, however, lacks retail outlets supplying clothing, shoes and home improvement items. These were specifically identified in the community survey.

In order to attract new businesses to Gibbons a business recruitment programme may be developed. There are several means of locating prospective businesses or "prospects", i.e. through casual inquiries; practical research; or personal contacts with agencies and individuals who are often informed about business prospects in the early stages of development.

Casual inquiries are usually made by letter or through personal contact with businesses planning an expansion or considering Gibbons for a location. A letter can outline the Town's assets and future plans, as well as offer assistance when a visit to the Town is made.

Practical research can be used to uncover business prospects. This direction may require the appointment of an Economic Development Committee of which members should be available to collect data on the Town and future prospects. The primary tasks of this group would be to improve the mix of existing goods and services, investigate incentives and find new uses for old buildings.

Similarly, it is important to make personal contact with agencies and individuals who are often informed about prospects before any one else is. These may include: banks; utility companies; transportation companies; federal and provincial development agencies; accountants; architects; real estate agents; management consultants and businesses. The direct mailing of reports, pamphlets, clippings and brochures as well as attendance at conferences and conventions are recommended ways of contacting them.

In summary, in order to attract appropriate development to the downtown the business community must, (a) understand the development process, (b) know what kind of development is best suited to 50th Avenue and the North Business Area, (c) attract developers by understanding the private sector actions and interests, (d) look at the market potential in land availability, community support, (e) examine the economic benefits, (f) know what the pressure points or controversial issues are (parking, districting, design requirements, amenities, etc.). Above all the community must display confidence.

In order to carry out the objective of strengthening the downtown's role in serving the commercial and social needs of the Town and its surrounding areas, the following policies and actions have been developed.

6.2 Policies

6.2.1 The Town will establish a Committee to officially meet with new business prospects.

6.2.2 The Town should authorize an information collection project that will result in the 'targeting' of prospective businesses.

6.2.3 The Council shall, through the Chamber of Commerce, assist businesses in becoming more aware of the opportunities that exist.

6.3 Actions

6.3.1 The Town should appoint an Economic Development Committee made up of several members of Council, the Chamber of Commerce and local business representatives to:

(a) meet with prospective businesses showing interest in the Town; and

(b) contact agencies and individuals who are informed about business prospects early in their development.

6.3.2 The Town, in conjunction with the Economic Development Committee, will work with Alberta Economic Development and Trade and the Edmonton Metropolitan Regional Planning Commission to:

(a) examine information on population, income, total number of households, per capita and household incomes, age categories, etc. to determine the composition of prospective consumers,

(b) collect and interpret data on areas of potential development in the downtown (include building space, rent, utility costs, etc.),

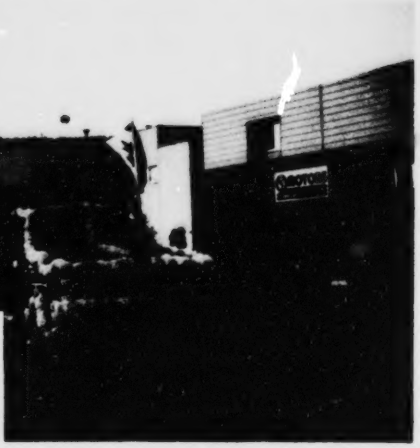
(c) identify the types of new businesses that should locate in the downtown,

(d) develop a list of company names currently lacking in Gibbons that would be suitable in meeting the needs of the community,

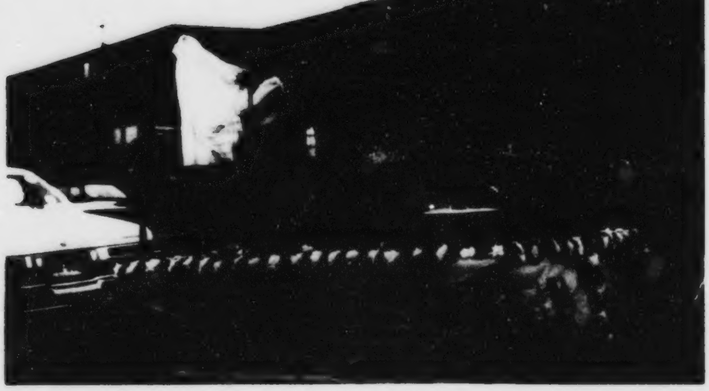
(e) approach home occupations to inquire about their intentions of expansion, relocation, etc.

6.3.3 The Town shall contact Alberta Economic Development and Trade for assistance in setting up workshops to provide downtown businesses with advice in marketing, operating a small business in Alberta as well as basic tips for the small businessman.

IDA DRUGS
1988
WINTER OLYMPICS



McLEAR BROS.
GENERAL MERCHANTS



7.0 PROMOTION

7.1 Introduction

The promotion of downtown is one of the most effective means available of achieving economic revitalization. It is important to sell downtown to the community and the surrounding trade area as a good place to shop, do business, be entertained - a place to enjoy. Promotion can help create a positive image for downtown by changing existing impressions. It can be promoted as a vibrant gathering place where "things happen".

Promotion can be undertaken on three separate but related levels. At the community level, action can be taken by Council, the Administration, the Chamber of Commerce and the Economic Development Committee or a similar organization. At the group level, the downtown businesses can combine and funnel their resources through the formation of the downtown merchant's association, a business revitalization zone, and through the appointment of a promotion manager, committee or similar group and finally, at the individual level where each businessman acts on his own behalf.

There are numerous ideas and techniques that can be used to promote the downtown both locally and to the surrounding area. Special events, celebrations and sales promotions are all part of the strategy to be mapped out. A variety of ideas have been presented in the Technical Appendix to the Gibbons Downtown Plan. Please refer to the section on Promotion for details.

In order to carry out the goals to market the downtown's services, activities and opportunities to both visitors and residents, the following policies and actions have been developed.

7.2 Policies

7.2.1 The Council will make every effort to strengthen the downtown's role in serving the commercial and social needs of the Town and the surrounding area.

7.2.2 The Council, in conjunction with other committees and the Chamber of Commerce, will endeavour to attract economic activities to the downtown through an effective promotional campaign.

7.2.3 The Council will encourage downtown establishments to participate in organized promotional events.

7.3 Actions

7.3.1 Council should appoint an appropriate individual, firm or committee to be responsible for promotional arrangements on a local and regional level.

7.3.2 Council should assign the following types of duties and tasks to that individual or group:

(a) analyze existing special events and determine areas where expansion or new events should be considered;

(b) establish an events calendar, and circulate to the business community;

(c) ensure that there is uniformity and a high quality of promotions undertaken;

(d) keep the media involved;

(e) initiate the design of an identifying logo;

(f) initiate a newsletter for the business community;

(g) investigate the costs of quality give-away items; and

(h) compile a brochure, business directory and maps of the services available in downtown Gibbons.

7.3.3 The Town, in conjunction with the Economic Development Committee and the Chamber of Commerce, should continue to be aggressive in its efforts to attract new business into the downtown by:

(a) compiling an inventory of vacant and available building spaces, rental rates, utility costs, etc;

(b) requesting assistance from Alberta Economic Development and Trade and Alberta Tourism;

(c) visiting lending institutions to make them aware of the potential of the downtown, gain their confidence in its success and to become familiar with their lending practices.

7.3.4 The Council will continue to be active in the Sturgeon Regional Economic Development Authority.

8.0 ORGANIZATION

8.1 Introduction

Organization is the key to the long term success of a downtown improvement programme. Often, attempts at downtown revitilization have not been successful because separate organizations focus only on specific problems and do not consider the many interrelationships that require co-operation. Co-operation must be sought at different stages and include: initiating the management organization; working with the various groups available (Business Revitalization Zone Board, Economic Development Committee/Promotion Manager, Chamber of Commerce, etc); implementing programmes; establishing a funding mechanism for the organization and convincing merchants and landlords to participate in the management process. Successful downtown organizations are able to bring together a variety of people in order to expand and improve communication and avoid duplication of effort.

In the early stages, Council, with the assistance of its administration, will be instrumental in implementing the Plan's policies and programmes. It is through Council that requests for assistance from local groups will be made when help is needed with the improvements and programs that will be carried out in the downtown.

An Economic Development Committee would provide the umbrella organization that could evaluate projects and better co-ordinate volunteer community groups. This Committee, made up of selected members of Council, the business community and the public, would still maintain personal and budget ties to Council. They should be available to assume an active role in general community promotion and the initiation of new projects. As other groups such as the Chamber of Commerce strengthen over time, the Economic Development Committee could assume more of a supportive rather than initiating role.

Ultimately, the business community must show the strongest commitment to improvements downtown. In case studies where the prime initiators were Council, the interest of the businessmen tended to dissipate assuming that Council would handle the problem. United support of the local Chamber of Commerce by all the businesses in the downtown is imperative to be able to provide a promotional campaign that is effective. The individual businesses of course, will still be required to undertake their own improvements as well as take steps to review their own marketing abilities in hopes of improving their image and service to the customer.

The business community, in conjunction with the Chamber of Commerce, can form an organization called the Business Revitalization Zone Board (BRZ). The BRZ provides a mechanism which permits business people within a defined area to levy themselves and use the funds collected to improve and promote the BRZ. The legislation permitting the establishment of a BRZ By-law was passed by the Province in 1983. Because of the By-law mechanism used in establishing a BRZ, the co-operation, participation and total support of municipal council is required. The actual administration and disbursements of funds is the responsibility of the BRZ Board. To establish a BRZ, at least ten persons listed on the current business assessment role must submit a petition to the municipality.

Once all the groups are in place, people are needed to make things happen. After formulating plans, recruiting volunteers is the next task to be undertaken. Before being recruited, the volunteer must know what is expected of him and above all must know that the work he has done is appreciated. Through volunteers, the community can enjoy services and facilities that would otherwise be too costly. Through volunteer work a person can meet new friends, use knowledge, skills and talents or gain new knowledge and skills, control various aspects of his environment and contribute to the growth and development of the community.

In order to meet the objective of matching actions with participants to produce a clearly understood and effective organizational process, the following policies and actions were developed.

8.2 Policies

8.2.1 The Council, with the assistance of various committees and the Chamber of Commerce, should develop a co-ordinated approach to downtown improvements.

8.2.2 The Town shall encourage residents of all ages and abilities to act as volunteers.

8.2.3 The Town should ensure that effective communication and the clarity of roles and responsibilities is established among all the groups involved in downtown improvements.

8.3 Actions

8.3.1 The Council should appoint at least one Councillor to attend meetings of the Chamber of Commerce.

8.3.2 The Council should continue to recognize volunteers through Volunteer Appreciation Night held each year.

8.3.3 The Council will assist the Economic Development Committee by:

- (a) appointing at least one member of Council and one member of the administration to be part of that Committee;
- (b) providing specific information about the Town of Gibbons as requested for the preparation of brochures, etc;
- (c) investigating funding sources and making the necessary applications;
- (d) undertaking any other duties deemed appropriate to their role in downtown improvements.

8.3.4 The Council should encourage the Chamber of Commerce to work closely with the Economic Development Committee in tasks related to:

- (a) liaising with local businesses;
- (b) seeking the participation of local business at local or regional trade fairs;
- (c) undertaking tourism promotional events.

8.3.5 The Council should also encourage the Chamber of Commerce to:

- (a) appoint a member of their Executive to attend Council meetings;
- (b) to hold regular meetings of the Chamber and its membership.

8.3.6 The Council will encourage the community organizations (the Lions Club, Seniors Twilight Club, Knights of Columbus and others) to:

- (a) participate in and create community events;
- (b) maintain their facilities as "show places" in the community (Lyons Centennial Park, Royal Canadian Legion);
- (c) assist as much as possible in downtown improvement projects such as donating funds, materials, time and skills.

Part V - Implementation

V. IMPLEMENTATION

1.0 Introduction

The policies and recommended actions of this plan outline a physical concept that can make Gibbons a vital and attractive urban centre. The implementation of the downtown plan is a long term process which requires the continuous commitment, enthusiasm and dedication of the community. Its success depends upon the co-operation of private individuals and government agencies, in particular the Town Council and the business community.

2.0 Priorities and Responsibilities

Actions to improve the downtown can be accomplished through private development and funding, with the assistance and co-operation of the Town and the Province. Certain aspects of development such as parking improvements or revisions to the Land Use By-law can only be accomplished by the Town, simultaneously with private initiatives.

The accompanying Table 1 summarizes the Downtown Plan's actions and lists them in order of priority. Some planning actions may be more quickly and easily implemented than others which may involve negotiation, lobbying or large expenditures. Nevertheless, all actions are related and work together to support the goals, objectives and policies of this plan.

First priority should be given to the adoption of the Plan and the revision to the Land Use By-law to ensure its proper implementation.

Further review of the Land Use By-law to determine parking requirements, interim uses for vacant properties and the redistricting of specific lots to further guide future downtown development are some of the immediate steps that can be undertaken. In the short to medium term the collection of relevant data and inventories of commercial properties can begin. In addition to data collection, detailed design guidelines, a landscape plan and preparatory work on funding upgraded crosswalks should be undertaken. The design competition, and construction of a focal point at 49th Street and 50th Avenue can get underway as well as the enhancement of the two entrances to Town and improvements to the T-intersection at 51st Street and 50th Avenue. Long term projects will include a sidewalk widening programme as well as the introduction of uniform paving materials as walkways require replacement.

The co-ordination of downtown improvement efforts is one of the most important aspects of the implementation process. Table 1, page 45, lists those individuals that are most appropriate for taking the action needed to carry out the various components of this plan.

3.0 Monitoring and Review

To be successful, the Plan must be flexible, but its objectives should not be compromised. The implementation of the downtown plan should be seen as a continuous process which includes implementing and revising this plan as necessary to meet Town objectives. Council should continue to encourage residents and businesses to identify issues and opportunities which may be incorporated into development strategies. Proposed short term actions should be evaluated in part to determine whether they are consistent with the Town's overall objectives.

As the Town grows and develops, updating or fine tuning of the plan may be required to reflect changes in attitude and other factors unforeseen at the time of plan preparation.

At some point, normally after a five year period, a plan should be reviewed to determine if it is still an accurate expression of the Town's wishes and desires. Accordingly, it is recommended that this plan be reviewed when changing circumstances warrant.

Figure 3: PLAN IMPLEMENTATION.

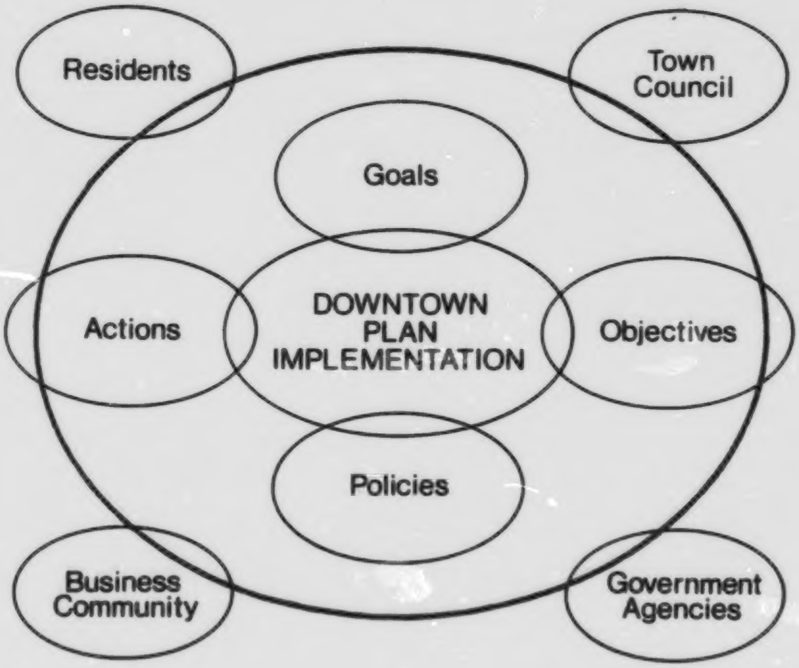


TABLE 1 IMPLEMENTATION AND RESPONSIBILITIES

PRIORITIES AND RESPONSIBILITIES

ACTION NUMBER	PLEASE REFER TO TEXT FOR COMPLETE WORDING	ACTION COMPLETED	COUNCIL	TOWN ADMINISTRATION	TOWN PLANNER	DEVELOPMENT OFFICER	ECONOMIC DEVELOPMENT COMMITTEE	CHAMBER OF COMMERCE	GOVERNMENT AGENCIES	LANDOWNERS	COMMUNITY GROUPS
IMMEDIATE 2.3.1	Review land use by-law district map to ensure sufficient land available to accommodate commercial needs.		o		o	o					
2.3.2	Redistrict R3 multiple family to C-1 in Block 4, Lots 23,22,21,14,15.		o			o					
2.3.2	Amend Land Use By-law to establish a focal point at 50th Avenue and 49th Street.		o		o	o					
2.3.2	Amend land use by-law to include a suitable range of interim land uses for vacant lots.		o		o	o					
2.3.3	Amend land use by-law Section 24, Objectionable Items in Yards, to include commercial properties.		o		o	o					
3.3.4(a)	Review current parking requirements in land use by-law.		o		o	o					
6.3.1	Appoint an Economic Development Committee.		o								
8.3.1	Appoint a member of council to attend Chamber of Commerce meetings.		o								
8.3.5	Appoint a member of the Executive of the Chamber of Commerce to attend all Council meetings.							o			
7.3.4	Council will continue to be active in the Sturgeon Regional Economic Development Authority							o			
8.3.5	Encourage the Chamber of Commerce to: - hold regular meetings - institute a newsletter - establish an information centre at the Town Office for brochures, etc.						o	o			

ACTION NUMBER	PLEASE REFER TO TEXT FOR COMPLETE WORDING	ACTION COMPLETED	COUNCIL	TOWN ADMINISTRATION	TOWN PLANNER	DEVELOPMENT OFFICER	ECONOMIC DEVELOPMENT COMMITTEE	CHAMBER OF COMMERCE	GOVERNMENT AGENCIES	LANDOWNERS	COMMUNITY GROUPS
8.3.2	Continue to hold Volunteer Appreciation night.		o								
4.3.1	Maintain a regular schedule of improvements to water and sanitary sewer facilities.			o		o					
SHORT TO MEDIUM TERM 6.3.2	Initiate work on data collection, inventories, etc.						o				
7.3.3	Initiate promotional strategy						o				
5.3.7	Enhance entrance to town from Hwy 28A		o	o		o	o				
5.3.4	Enhancement of "T" intersection at 50th Street.		o	o		o	o			o	o
5.3.1	Develop design guidelines that will help create a unified appearance in the downtown.		o		o	o					
5.3.2	Develop a landscape plan for the downtown.		o		o	o					
5.3.2	Begin implementation of landscaping plan by allocating funds.		o	o						o	o
5.3.2	Develop timing guidelines for landscaping programme.				o	o					
3.3.2	Develop parking programme for 50th Avenue line painting, corner setbacks, degree of angle parking.			o		o					
3.3.3	Determine alternative locations for large trucks currently parking overnight on 50th Avenue.		o		o	o					

PRIORITIES AND RESPONSIBILITIES

ACTION NUMBER	PLEASE REFER TO TEXT FOR COMPLETE WORDING	ACTION COMPLETED	COUNCIL	TOWN ADMINISTRATION	TOWN PLANNER	DEVELOPMENT OFFICER	ECONOMIC DEVELOPMENT COMMITTEE	CHAMBER OF COMMERCE	GOVERNMENT AGENCIES	LANDOWNERS	COMMUNITY GROUPS
3.3.5	Crosswalk pavement markings, and signs on 50th Avenue at 47th Street, east side 49th Street, west side 50th Street, east side			o		o					
3.3.5	Allocate funds for the installation of a pedestrain activated crosswalk at 49th Street and 50th Avenue.		o	o							
3.3.5	Install activated crosswalk system			o		o					
5.3.3	Design competition to determine focal point feature.		o	o			o	o			
5.3.3	Allocate funds for construction of focal point feature.		o								
5.3.3	Construction of focal feature and plans to maintain it.			o		o					
3.3.8	Erect information signs directing newcomers to points of interest such as the River Valley.			o		o					
3.3.4	Develop specific guidelines for parking lot buffering and landscaping.		o		o	o					
3.3.7.	Encourage the use of the municipal parking lot adjacent to the arena and curling rink through the use of more prominent signs.			o							
3.3.6.	Council to meet with the business community to discuss the use of private parking lots to handle overflow parking during special events.		o		o	o		o		o	

PRIORITIES AND RESPONSIBILITIES

ACTION NUMBER	PLEASE REFER TO TEXT FOR COMPLETE WORDING	ACTION COMPLETED	COUNCIL	TOWN ADMINISTRATION	TOWN PLANNER	DEVELOPMENT OFFICER	ECONOMIC DEVELOPMENT COMMITTEE	CHAMBER OF COMMERCE	GOVERNMENT AGENCIES	LANDOWNERS	COMMUNITY GROUPS
2.3.4	Negotiate with the business community to encourage interim uses for vacant properties.		o			o		o		o	
8.3.6	Solicit help from local service groups to assist in improvements where possible.		o								o
5.3.10	Assist Emmanuel Anglican Church in - increasing the visibility of their property - erecting a plaque/marker				o	o				o	o
5.3.8	Establish guidelines to integrate north business area improvements with those occurring on 50th Avenue.		o		o	o					
3.3.1	Meet with Alberta Transportation re proposed access being moved further north.		o	o	o	o	o		o		
6.3.3	Contact Alberta Economic Development and Trade for Assistance in workshop training.		o	o			o		o		
2.3.2	Redistrict from R1 to C1 Block 2, Lot 12A and 12B and 13B to carry out commercial infilling along 50 Avenue.		o		o	o					
2.3.2	Determine if it is now appropriate to redistrict portions of Blocks 1 and 3 to more multiple family lots.		o		o	o					
2.3.2	Develop provisions for increased densities along 50th Avenue.		o		o	o					
5.3.6	Investigate buildings of historical interest and pursue grants available.		o		o	o					
3.3.8	Budget funds for flared corner curbs as replacement becomes necessary.		o								

PRIORITIES AND RESPONSIBILITIES

ACTION NUMBER	PLEASE REFER TO TEXT FOR COMPLETE WORDING	ACTION COMPLETED	COUNCIL	TOWN ADMINISTRATION	TOWN PLANNER	DEVELOPMENT OFFICER	ECONOMIC DEVELOPMENT COMMITTEE	CHAMBER OF COMMERCE	GOVERNMENT AGENCIES	LANDOWNERS	COMMUNITY GROUPS
LONG TERM 5.3.5	Establish a sidewalk widening program.		o	o		o					
3.3.8	Institute use of uniform paving materials.		o	o	o	o					
5.3.8	Develop guidelines to integrate improvements to the south business area with 50th Avenue improvements.		o		o	o					
5.3.9	Guidelines for tree planting schemes in South Business Area.		o		o	o					

TECHNICAL APPENDIX

to the

GIBBONS DOWNTOWN PLAN

EDMONTON METROPOLITAN REGIONAL PLANNING COMMISSION

JANUARY 1988

PREFACE

The Edmonton Metropolitan Regional Planning Commission (E.M.R.P.C.) was requested by the Town of Gibbons to prepare a Downtown Plan in the 1986-87 fiscal year. As a product of this process, several background reports addressing a number of planning issues in Gibbons were prepared by various members of staff with expertise in their field. Each report was presented to, and reviewed by, the Downtown Plan Committee for their valuable comments and suggestions.

This report, in the form of a Technical Appendix, consists of a consolidation of these technical background reports for which information was collected and used in the preparation of the Gibbons Downtown Plan. Each background report forms a chapter of this appendix with the purpose of providing additional background and rationale to the policies and actions presented in Part IV, Plan Components, in the Gibbons Downtown Plan.

The Downtown Plan Committee met regularly from June 1986 to October 1987 to review the progress of the Downtown Plan and Technical Appendix. In October 1987 the Plan was presented to Council in draft form. A Public Open House was held in November. Council gave first reading of the by-law to adopt the Plan in early December and scheduled a Public Hearing for January. There was no opposition to the Plan and Council gave second and third reading to officially adopt the Gibbons Downtown Plan on January 27, 1988. This Technical Appendix provides background material to the Downtown Plan but has not been adopted by Council.

ACKNOWLEDGEMENTS

The Technical Appendix, providing background material to the Gibbons Downtown Plan, was undertaken and co-ordinated by the Edmonton Metropolitan Regional Planning Commission staff, namely:

R. G. Madziya	Executive Director
Eugene L. Dmytruk	Manager, General Planning Branch
Susan Maceyovski	Project Planner
Ctibor Skoda	Economist
Jim Mackie	Planner
Gordon Willis	Technologist
Ross Martin	Chief Draftsperson
Wally Fletcher	Printer
Maureen Dawson	Word Processing

Valuable comments and suggestions were also provided by other members of staff and by Ed Grifone, Alberta Economic Development and Trade.

TABLE OF CONTENTS

PAGE

PREFACE.. i

ACKNOWLEDGEMENTS.. i

TABLE OF CONTENTS.. ii

LIST OF MAPS, TABLES AND FIGURES.. iv

1.0. POPULATION PROJECTIONS FOR THE TOWN OF GIBBONS 1984-2001

- 1.1 Introduction.. 1
- 1.2 Past Population Trends in the Edmonton Metropolitan Region.. 1
- 1.3 Edmonton Metropolitan Region Population Projections, 1984-2001.. 1
- 1.4 Basic Expectations and Assumptions.. 4
- 1.5 Population Projections for the Town of Gibbons, 1984-2001.... 7
- 1.6 Summary.. 11

2.0 COMMERCIAL FLOOR SPACE AND LAND REQUIREMENT PROJECTIONS TOWN OF GIBBONS, 1985-2001

- 2.1 Introduction.. 12
- 2.2 Recent Trends.. 12
- 2.3 Future Commercial Floor Space and Land Requirements.......... 14
- 2.4 Summary.. 19

3.0 BUSINESS SURVEY RESULTS

- 3.1 Introduction.. 20
- 3.2 Survey Distribution.. 20
- 3.3 Coding and Tabulation.. 20
- 3.4 Summary of Results.. 20
- 3.5 Detailed Survey Responses.. 24
- 3.6 List of Business Establishments Surveyed.. 32
- 3.7 Copy of Questionnaire.. 33

4.0 COMMUNITY SURVEY RESULTS

- 4.1 Introduction.. 40
- 4.2 Survey Distribution.. 40
- 4.3 Coding and Tabulation.. 40
- 4.4 Summary of Results.. 41
- 4.5 Detailed Survey Responses.. 44
- 4.6 Copy of Questionnaire.. 66

Table of Contents (Continued)

Page

5.0 LAND USE

5.1 Existing Land Use.. 72
  5.1.1 Fiftieth Avenue.. 72
  5.1.2 North Business Area.. 76
  5.1.3 South Business Area.. 76
  5.1.4 Peripheral Land Use.. 77
5.2 Future Land Use.. 78

6.0 CIRCULATION AND PARKING

6.1 Access.. 84
6.2 Vehicular Movement.. 86
6.3 Parking.. 86
6.4 Pedestrian Movement.. 89

7.0 DESIGN ELEMENTS

7.1 Introduction.. 91
7.2 The Setting.. 91
7.3 Entrances.. 92
  7.3.1 Highway 28A Entrance.. 93
  7.3.2 Highway 28 Entrance.. 96
7.4 Fiftieth Avenue - The Main Street.. 99
7.5 Main Street Focal Point.. 103
7.6 Downtown Areas.. 106
  7.6.1 North Business Area.. 106
  7.6.2 South Business Area.. 110
7.7 Summary.. 111

8.0. PROMOTION

8.0 Introduction.. 115
  8.1.1 Community Level.. 115
  8.1.2 Business Group Level.. 116
  8.1.3 Individual Business Level.. 118
8.2 Planning a Special Downtown Event.. 118
8.3 Components of a Successful Event.. 119

TABLE OF CONTENTS (Continued)

PAGE

LIST OF MAPS, TABLES AND FIGURES

Map 1 Edmonton Metropolitan Planning Region.............................. 3
Map 2 Study Area.. 21
Map 3 Existing Land Use.. 73
Map 4 Downtown Areas... 74
Map 5 Future Land Use.. 81
Map 6 Road Hierarchy... 85
Map 7 Existing Circulation and Parking......................... 87
Map 8 Future Circulation and Parking........................... 88

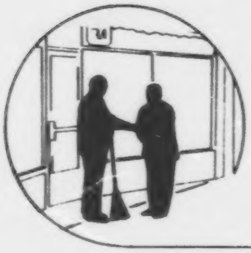
Table 1 Past and Projected Population Growth of Alberta and the Edmonton Metropolitan Region, 1961-1984, 1984-2001............. 2
Table 2 Population and Share of Metropolitan Growth, E.M.R.P.C. Municipalities, 1961-1983.................................... 5
Table 3 Population Trends, Town of Gibbons, 1961-1984.................. 8
Table 4 Population Projections, Town of Gibbons, 1984-2001............. 9
Table 5 Commercial Floor Space by Type, Town of Gibbons, 1985.......... 13
Table 6 Shopping Habits of the Residents of the Town of Gibbons, 1983.. 14
Table 7 Future Commerical Floor Space and Land Requirements, Town of Gibbons, 1985-2001.. 16
Table 8 Projected Commercial Floor Space and Land Requirements, Distribution between Downtown and Industrial Park, Town of Gibbons, 1985-2001 18
Table 9 Future Commercial Floor Space and Land Requirements, Town of Gibbons 1985-2001 (Scenario I and II)................. 79
Table 10 Future Commercial Floor Space and Land Requirements, Downtown Gibbons 1985-2001 (Scenario III)...................... 80

Figure 1 Sturgeon River Valley.................................... 91
Figure 2 The Setting.. 92
Figure 3 Location of Entrances.................................... 92
Figure 4 Present Highway 28A Entrance............................. 93
Figure 5 Highway 28A Entrance..................................... 93
Figure 6 Proposed Improvements to Highway 28A Entrance............ 94
Figure 7 Siting of Emmanuel Anglican Church....................... 95
Figure 8 Proposed Improvements to Emmanuel Anglican Church Property... 95
Figure 9 Highway 28 Entrance...................................... 96
Figure 10 'T' Intersection at 50th Avenue and 51st Street.......... 97
Figure 11 Proposed Improvements to Highway 28 Entrance............. 98
Figure 12 Extension of 50th Avenue Across River Valley............. 99
Figure 13 Business Visibility......................................100

Table of Contents (Continued)

Page

Figure 14 Extended Pedestrian Area....................................100
Figure 15 Median Strip Down 50th Avenue..............................101
Figure 16 Existing and Proposed Siting of Commercial Strip Developments..101
Figure 17 Pedestrian Areas..102
Figure 18 View of Pop Shoppe and Loblick Building....................103
Figure 19 Focal Intersection, 50th Avenue and 49th Street.............104
Figure 20 Schematic of Uses Surrounding the Downtown..................105
Figure 21 View of Gibbons School and Recreation Complex...............106
Figure 22 Schematic of Uses in North Business Area....................107
Figure 23 View of Community Hall......................................107
Figure 24 View of Royal Canadian Legion...............................108
Figure 25 Proposed Improvements to Community Hall.....................109
Figure 26 Proposed Improvements to Royal Canadian Legion..............109
Figure 27 Identification of Various Focal Points......................110
Figure 28 South Business Area...110
Figure 29 50th Avenue Future Design Concept...........................113
Figure 30 Civic Centre Alternate Concept..............................114



1.0 - Population Projections for the Town of Gibbons 1984-2001

1.0 POPULATION PROJECTIONS FOR THE TOWN OF GIBBONS 1984-2001

1.1 Introduction

The population projections for the Town of Gibbons have been prepared as part of the background information required for the preparation of the Gibbons Downtown Plan. The projections have been derived, by a growth allocation method, from the population projections for the Edmonton metropolitan region. The report was prepared in June 1986 for consideration by the Gibbons Downtown Committee.

1.2 Past Population Trends in the Edmonton Metropolitan Region

Table 1 summarizes the information about past (1961-1984) population growth trends in Alberta and the Edmonton metropolitan region. It also shows Alberta and metropolitan region population projections for the seventeen year period between 1984 and 2001.

As the table indicates, the metropolitan region population increased in the twenty year period between 1961 and 1981 by 337,500. This represents 37.3 percent of a growth figure for Alberta of 905,800. In this period, the average yearly increments for the metropolitan region increased consistently, from 13,113 between 1961 and 1966 to 23,898 between 1976 and 1981. The two decade (1961-1981) average increment was 16,876 people per year, that of the 1971-1981 period was 19,581 people per year. In the more recent 1981-1984 period the metropolitan region population increased by about 29,800, which represents an average annual increase of 9,935.

In the 1961-1981 period the metropolitan region share of Alberta's growth declined consistently from 50 percent between 1961 and 1966 to 29.9 percent between 1976 and 1981. In the more recent three year period, between 1981 and 1984, the metropolitan region share amounted to 28.7 percent of Alberta's growth.

1.3 Edmonton Metropolitan Region Population Projections, 1984-2001

The metropolitan region population projections were derived from Series A (low) and C (high) of the Census Division 11 projections[1] and were based on the assumption that the metropolitan region will retain in the 1984-2001 projection period, its historical share (94 percent) of Census Division 11's population.

---

(1) Alberta Bureau of Statistics (A.B.S.) released in May 1984 a revised set of population projections for Alberta which served as a basis for a subsequent A.B.S. set of population projections for Alberta's individual census divisions. This latter set was released in October 1984 in the report, Alberta Census Division Population Projections Update, 1984-1998.

A.B.S. population projections for Census Division 11 consist of three series of forecasts A, B and C. These differ only because of different assumptions about net migration. The age specific fertility rates used were held constant at the 1983 level throughout the projection period and mortality was assumed to remain the same as that reflected in 1981 life table survival ratios derived from the combined data for Census Divisions 11 and 6.

TABLE 1
PAST AND PROJECTED POPULATION GROWTH OF ALBERTA AND THE EDMONTON METROPOLITAN REGION, 1961-1984, 1984-2001

PAST GROWTH (INCREMENTS)

	1961-66	1966-71	1971-76	1976-81	1961-81	1981-84
ALBERTA	131,300	164,700	210,200	399,200	905,800	103,900
METRO EDMONTON REGION[c]						
Total Increment	65,600	76,100	76,300	119,500	337,500	29,800
Average Increment	13,113	15,227	15,265	23,898	16,876	9,935
METRO GROWTH AS % OF ALBERTA GROWTH	50.0	46.2	36.3	29.9	37.3	28.7

POPULATION PROJECTIONS

	1984	1991	1996	2001
ALBERTA[a]				
Low (Series A)	2,341,600[b]	2,585,900	2,799,800	3,028,500
High (Series C)		2,646,800	2,881,500	3,133,000
	1984-1991	1991-1996	1996-2001	1984-2001
INCREMENTS				
Low (Series A)	244,300	213,900	228,700	666,900
High (Series C)	305,200	234,700	251,500	771,400

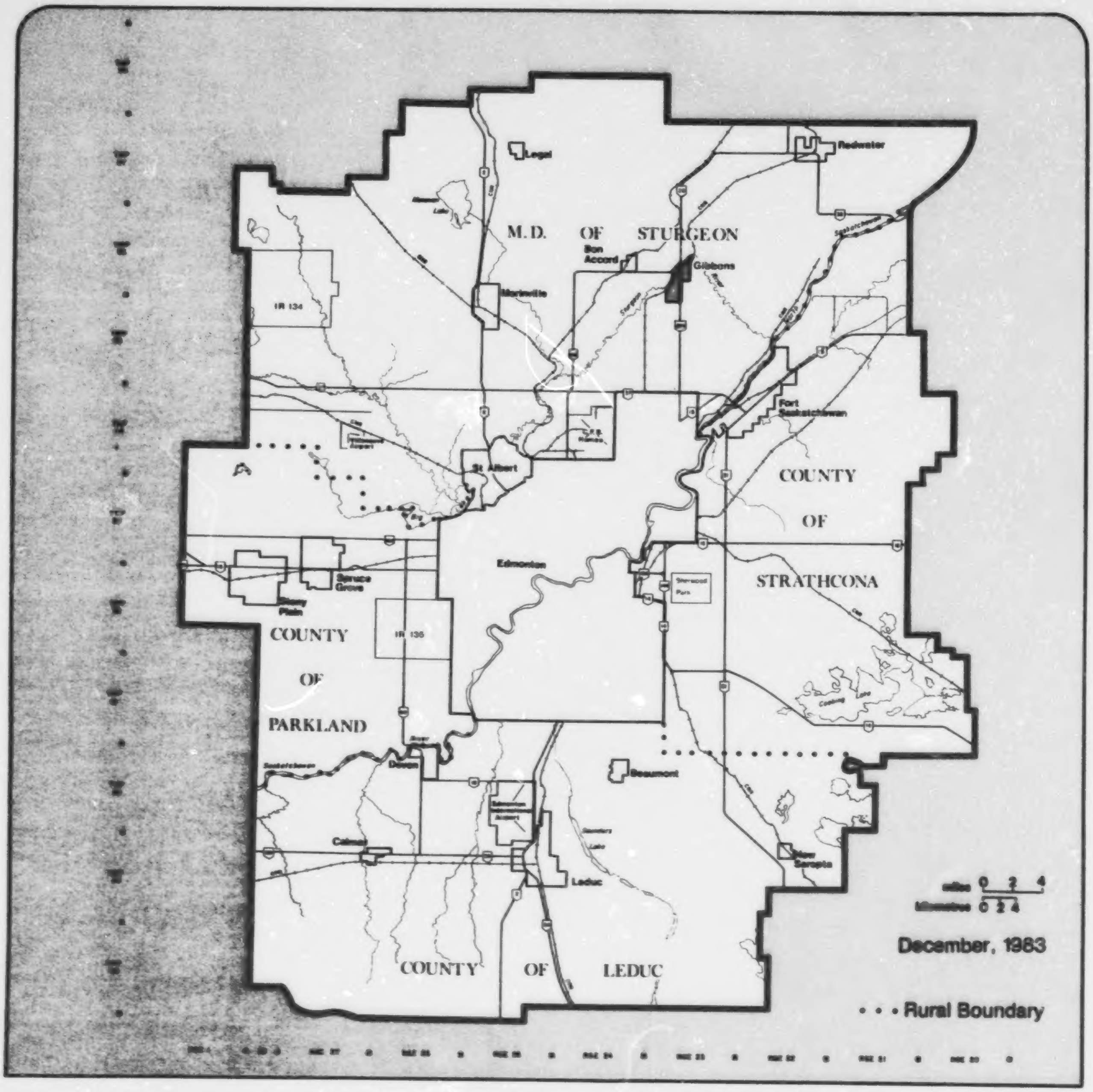
POPULATION PROJECTIONS

		1984	1991	1996	2001
METRO EDMONTON REGION[c]					
Projection I, Low		745,318[b]	823,900	893,500	969,600
Projection II, High			847,200	924,300	1,008,100
		1984-1991	1991-1996	1996-2001	1984-2001
TOTAL INCREMENTS	Low	78,600	69,600	76,100	224,300
	High	101,900	77,100	83,800	262,800
AVERAGE INCREMENTS	Low	11,226	13,920	15,220	13,193
	High	14,555	15,420	16,760	15,458
AVERAGE ANNUAL GROWTH RATES	Low	1.4%	1.6%	1.6%	1.6%
	High	1.8%	1.8%	1.7%	1.8%

(a) Source: Alberta Bureau of Statistics, Alberta Population Projections Update, 1984-2001, May 1984.

(b) Actual 1984 population.

(c) Population projections prepared by the Edmonton Metropolitan Regional Planning Commission staff in November 1984. These projections have been derived from the population projections for CD 11.



Map 1 : E.M.R.P.C. PLANNING REGION

Edmonton Metropolitan
Regional Planning
Commission

The low metropolitan Projection I (Table 1) anticipates a population increase for the region of 224,300 between 1984 and 2001. This represents an average yearly figure of 13,193. The high metropolitan Projection II (Table 1) anticipates an overall population increase of 262,800 which, averaged over the projection period, amounts to 15,458 new inhabitants per year. The yearly average increment for the low Projection I is slightly above the actual annual increment of 13,113 achieved by the metropolitan region between 1961 and 1966. The high Projection II average population increase slightly exceeds the average recorded in the decade between 1966 and 1976. It is, however, only 64.7 percent of the average annual increment of 23,900 achieved in the economic boom period between 1976 and 1981. The metropolitan region projected population increases between 1984 and 2001 amount to 33.6 percent of Alberta's projected increment for Projection I and 34.1 percent for Projection II.

1.4 Basic Expectations and Assumptions

Information about recent population distribution trends in the Edmonton metropolitan region is summarized in Table 2. The population projections for the Town of Gibbons are based on an evaluation of these distributional trends and on an assessment of the development potential of the Region's individual municipalities and groups of municipalities. The growth allocation procedure used to derive the projected population figures for Gibbons was founded on the following expectations and assumptions.

1. That the twelve year period between 1971 and 1983 has been a sufficiently long and varied enough period to indicate the different potential of each metropolitan region municipality to accommodate residential growth. This potential has been strongly influenced by the metropolitan transportation network and related access to the central city.

2. That the development of regional water supply and sewage disposal facilities, in which the Provincial Government has been involved, suggests that all the metropolitan region urban municipalities will ultimately be free of trunk servicing constraints.

3. That the City of Edmonton and its immediate environs will continue to be the main focus of metropolitan employment opportunities as well as metropolitan-wide facilities for transportation, water supply and sewage disposal services. At the same time, a growing proportion of the metropolitan industrial activities are expected to continue to decentralize as lower density locations are sought along the main highways close to decentralized concentrations of population.[2] As past proposals have indicated, heavy industrial development will continue to gravitate to the northeast corner of the metropolitan region, drawn by the raw water supply, proximity to established heavy industry and by locations which provide maximum safety and minimum pollution for metropolitan region residents.

TABLE 2
POPULATIONS AND SHARES OF METROPOLITAN GROWTH, E.M.R.P.C. MUNICIPALITIES, 1961-1983

	TOTAL POPULATIONS					PROPORTIONS OF METRO GROWTH (%)				
	1961	1966	1971	1981	1983	1971-1976	1976-1981	1973-1983	1971-1983	1971-1981
EDMONTON METROPOLITAN REGION	377,997	443,564	519,698	715,512	739,469					
INNER METROPOLITAN AREA										
Edmonton	320,598	376,926	438,155	532,246	560,085	30.4	59.0	(56.4)^a 60.7	(51.5)^a 55.4	
St. Albert	4,059	9,736	11,800	31,996	35,032	16.1	6.6	10.3	10.6	
Sherwood Park	2,923	6,339	14,282	29,285	28,798	16.0	2.3	3.0	6.6	
TOTAL	327,580	393,001	464,237	593,527	632,915	62.6	67.9	74.0 (69.7)^a	72.5 (68.7)^a	
OUTER METROPOLITAN AREA - URBAN										
Beaumont	194	234	337	2,638	3,202	0.7	1.5	1.5	1.3	
Bon Accord	175	147	330	1,376	1,425	0.7	0.4	0.5	0.5	
Calmar	700	600	800	1,003	1,118	0.1	0.1	0.1	0.1	
Devon	1,418	1,283	1,470	3,885	3,910	1.7	0.9	1.2	1.1	
Fort Saskatchewan	2,972	4,152	5,726	12,169	12,474	3.4	3.2	3.0	3.1	
Gibbons	192	230	551	2,276	2,592	0.7	1.0	1.0	0.9	
Leduc	2,356	2,856	4,000	12,471	12,500	6.0	3.2	3.7	3.9	
Legal	524	572	563	1,022	1,042	0.4	0.1	0.2	0.2	
Morinville	935	995	1,475	4,657	5,109	0.3	2.1	1.8	1.7	
New Sarepta	184	173	202	417	461	0.05	0.1	0.1	0.1	
Redwater	1,135	1,041	1,287	1,932	2,197	0.3	0.4	0.4	0.4	
Spruce Grove	465	598	3,029	10,326	11,307	5.1	2.9	3.1	3.8	
Stony Plain	1,311	1,397	1,770	4,839	5,291	1.2	1.8	1.7	1.6	
TOTAL	12,561	14,278	21,540	59,011	62,628	21.1	17.7	18.3	18.7	
OUTER METROPOLITAN AREA - RURAL										
County of Leduc 25 (Metro Region Part)	6,433	6,252	6,535	7,811	8,324	0.8	1.2			1.0
County of Parkland 31 (Metro Region Part)	4,803	4,495	5,295	15,459	13,147	7.3	3.9			5.3
County of Strathcona (Rural Part Only)	9,152	9,846	11,453	22,294	17,773	5.6	5.4			5.5
M.D. of Sturgeon 90	17,837	15,926	10,975	17,410	13,682	2.5	3.8			3.3
TOTAL (Rural in E.M.R.P.C.)	38,225	36,519	34,258	62,974	52,926	16.2	14.4	12.1^b	12.7^b	15.1

Notes: (a) Without 1982 annexation.
(b) Adjusted for 1982 annexation.

Source: Statistics Canada, Census of Canada 1961, 1966, 1971, 1981. Civic Censuses 1983.

4. That country residential living will continue to be a lifestyle preferred by a substantial number of metropolitan region residents. However, because of the relative newness of this lifestyle, the rural municipalities have had to accommodate not only a share of the newcomers to the region but also those metropolitan region residents who decided to change to this way of life. These demands have now, to a large degree, been met and this trend is not likely to continue to the same extent as in the past. Consequently, it is expected that the rural municipalities will accommodate a smaller proportion of future metropolitan growth.

5. That decreased pressure for residential development in the rural municipalities means that the growth share of the urban segment of the metropolitan region will increase in the future.

6. That the trend toward suburbanization in the metropolitan region will continue.[3] As a result of the large scale annexation to the City of Edmonton in January 1982, and recognition of Sherwood Park and St. Albert as major growth centres, the potential of the Inner-Metro area to accommodate the demand for suburban locations has increased.

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(2) Industrial activities such as manufacturing and related storage, wholesaling and transportation establishments are among those economic activities found within North America metropolitan areas which display the greatest tendencies toward decentralization. The most frequently cited reasons for the decentralization of industrial activities include their technologically determined need for large tracts of land and their inability to obtain the necessary land at acceptable prices in more central locations. Additional reasons relate to congestion of central metropolitan areas and the increasing orientation of manufacturing activities to national markets and their consequent need to be close to major transportation links, highway interchanges and airports.

In the Edmonton metropolitan region beyond the City of Edmonton the largest user of industrial land was, in 1983, manufacturing with 24.2% of industrial land, followed by industries incidental to oil extraction (20%) and warehousing and storage (13.8%). (Sources: E.M.R.P.C., General Industrial Land Use - An Inventory of Urban Municipalities in the E.M.R.P.C. Region, December 1983; General Industrial Land Use - An Inventory Within the Counties of Leduc, Parkland, Strathcona and the M.D. of Sturgeon, December 1983).

(3) The trend toward suburbanization is a trend toward location of low density, predominantly single family, residential development on the fringes of the central city and in the small cities, towns and villages within a commuting distance from the central city.

7. That the Outer-Metro urban area is expected to be the most flexible part of the metropolitan housing market. This area will continue to grow, mainly in response to the demand for less expensive, lower density housing. To an increasing degree, it will also accommodate decentralizing industrial activities and population serving commercial establishments. The tendency for economic activities and residential development to seek decentralized locations will have mutually reinforcing effects and will strengthen the ability of the Outer-Metro urban area to attract this type of growth.

8. As indicated in Table 2, the Outer-Metro urban area municipalities accommodated 21.1 percent of the metropolitan population growth in the 1971-1976 period and 17.7 percent between 1976 and 1981. In the entire twelve year period, between 1971 and 1983, it absorbed 18.7 percent of the metropolitan growth.

   The Outer-Metro area rural municipalities attracted 16.2 percent of the metropolitan population growth between 1971 and 1976, 14.4 percent between 1976 and 1981 and 12.7 percent in the twelve year period between 1971 and 1983. In the future, the rural municipalities' share of metropolitan growth is expected to decline to 5 percent in the 1984-2001 projection period. As a result of this decline, the metropolitan region urban municipalities may be expected to accommodate, collectively, 7.7 percent of the metropolitan population growth, in addition to the 87.3 percent accommodated between 1971 and 1983. Based on the assumption that, between 1/6 and 1/2 of the additional 7.7 percent can be accommodated within the projection period by the Outer-Metro urban municipalities, this group's metropolitan growth share will increase from its 1971-1983 proportion of 18.7 percent to between 20 to 22.5 percent in the future.

1.5 Population Projections for the Town of Gibbons, 1984-2001

As can be seen in Table 3, Gibbons' population increased in the period under study from 192 in 1961 to 2,592 in 1982 and then slightly declined to 2,543 in 1984. The fastest growth was achieved in the 1966 to 1971 period when the Town's population grew at an average annual rate of 19.1 percent, followed by a slower growth rate of 14.7 percent between 1971 and 1976, accelerating again to 15.8 percent between 1976 and 1981. Gibbons accommodated 0.7 percent of the metropolitan growth between 1971 and 1976, one percent between 1976 and 1981 and 0.9 percent in the twelve year period between 1971 and 1983.

As indicated earlier, the group of Outer-Metro urban municipalities, to which Gibbons belongs, is expected to increase its collective share of metropolitan growth from the 18.7 percent achieved between 1971 and 1983 to between 20 and 22.5 percent in the 1984-2001 projection period. If it

TABLE 3
POPULATION TRENDS, TOWN OF GIBBONS, 1961-1984

YEAR	POPULATION	ANNUAL ABSOLUTE CHANGE	ANNUAL % CHANGE
1961	192		
1966	230		
1971	551		
1976	1,093		
1977	1,112	19	1.7
1978	1,250	138	12.4
1979	1,507	257	20.6
1980	1,785	278	18.4
1981	2,276	491	27.5
1982	2,592	316	13.9
1983	2,592	-	-
1984	2,543	49	1.9

PERIODS	POPULATION CHANGES		AVERAGE ANNUAL RATE OF GROWTH
	ABSOLUTE	PERCENTAGE	
1961-1966	38	19.8	3.7
1966-1971	321	139.6	19.1
1971-1976	542	98.4	14.7
1976-1981	1,183	108.2	15.8
1981-1984	267	11.7	3.8

Source: Statistics Canada, Census of Canada, 1961, 1966, 1971, 1976, 1981. Other figures are from Civic Censuses.

is assumed that equal proportional increases will apply to all the municipalities of the group, Gibbons' share of metropolitan growth can be expected to increase from a 1971-1983 level of 0.9 percent to between 1 percent and 1.1 percent. For projection purposes, a set of shares, ranging from 1 percent to 1.4 percent has been selected in order to allow for the following possible situations:

1. That the Outer-Metro urban group of municipalities will increase its share of metropolitan future growth more than is anticipated; or

2. That the Town will increase its share of metropolitan growth to a larger degree than the other municipalities of the group.

Since higher metropolitan rates of growth are likely to produce greater population dispersal than lower rates, the lower projected share (1 percent) was applied to the low metropolitan projection and the higher share (1.4 percent) to the higher metropolitan projection. This produced a range of population projections for the Town of Gibbons as set out in Table 4.

As indicated in Table 4, Gibbons' population is projected to increase from the 1984 level of 2,543 people to 4,790 by the year 2001 under the low projection and to 6,220 under the high projection. The low projection represents a total increase of 2,247 people (an average annual increase of 132); the high projection represents a total increment of 3,677 people (216 people per year). The average annual rate of growth implied by the low projection is 3.8 percent, and by the high projection is 5.4 percent. As is shown in Table 3 this growth range is markedly below the growth rates achieved by the Town in the fifteen year period between 1966 and 1981 when Gibbons grew at between 14.7 percent and 19.1 percent annually. The projected population range of 4,790 to 6,220 in the year 2001 is also significantly lower than that contained in the Town's General Municipal Plan - 8,000 to 12,000 in the year 2001. The main reason for the lower projections is reduced population growth expectations for Alberta and the Edmonton metropolitan region.

TABLE 4
POPULATION PROJECTIONS, TOWN OF GIBBONS, 1984-2001

YEAR	LOW (1% of Low Metro Growth)	HIGH (1.4% of High Metro Growth)
1984	2,543[a]	2,543[a]
1991	3,330	3,970
1996	4,020	5,050
2001	4,790	6,220
1984-2001 INCREMENT:		
Total	2,247	3,677
Average	132	216
Total Percentage Increase 1984-2001	88.4%	144.6%
Average Annual Rate of Growth 1984-2001	3.8%	5.4%

Note: (a) Actual 1984 population.

The "low" population projection for the Edmonton region (see Table 1), from which the "low" population projection for Gibbons has been derived, has been based on the assumption that, after an initial period of net migration losses (1984-1986), net in-migration to the Edmonton metropolitan region will resume in 1987 and increase gradually from 320 people to over 9,000 by the end of the projection period.

If the world oil prices remain at the current low levels for several years, as some oil analysts predict, Alberta's economic growth can be expected to slow down again significantly in the years to come with a consequent negative impact on the region's population growth. In order to explore this possibility, a set of assumptions, which are listed below, have been made and their impact on the population growth of the region and the Town of Gibbons have been investigated.

Assumptions:

(a) instead of being reversed in 1987 as originally expected, net out-migration from the Edmonton metropolitan planning region will continue for the next three years (1987-1989) at an average yearly level of 1,870 people;
(b) net positive migration to the region will resume in 1990 at the level of 1,000 people, it will increase to 3,000 in 1991 and then it will continue at the levels implicit in the original "low" projection until the end of the projection period; and

(c) the rates of natural population increase will remain at the levels of the original "low" projection.

Under the above assumptions, the region's population can be expected to be below the "low" projection by approximately 20,200 people in 1991 and by 21,900 people in the year 2001. The impact of the slower regional growth on the Town of Gibbons would, under these circumstances, be only marginal. Its population would be short the "low" projection by approximately 200 people in 1991 and by 220 people in the year 2001.

1.6 SUMMARY

The population projections for the Town of Gibbons have been derived, by a growth allocation method, from the population projections for the Edmonton metropolitan planning region. The growth allocation procedure has been based on the following expectations and assumptions.

1. That the trend of suburbanization in the metropolitan region will continue. The City of Edmonton and its immediate environs will continue to be the main focus of metropolitan region employment opportunities. At the same time, a slowly increasing proportion of metropolitan industrial activities will continue to decentralize.
2. That the potential of the Inner-Metropolitan area to accommodate the demand for suburban residential development has increased as a result of the large scale annexation to the City of Edmonton in January 1982 and recognition of Sherwood Park and St. Albert as major growth centres.
3. That there will be less pressure for country residential development than in the 1971-1983 period.
4. That all of the metropolitan region's urban municipalities will be free of major servicing constraints.
5. That the twelve year period, between 1971 and 1983, has been a sufficiently long and varied enough period to indicate the relative potentials of metropolitan region municipalities to accommodate residential growth.
6. That the Outer-Metropolitan urban municipalities' share of metropolitan population growth is expected to increase from 18.7 percent between 1971 and 1983 to between 20 and 22.5 percent in the 1984-2001 projection period. Gibbons' share of that growth is projected to rise from 0.9 percent to between 1 percent and 1.4 percent.

Given the aforementioned assumptions, Gibbons' population can be expected to increase from its 1984 level of 2,543 to between 4,800 and 6,200 by the year 2001. The average annual rate of growth implied by these projections ranges between 3.8 percent and 5.4 percent, which is markedly below the growth rates achieved by the Town between 1966 and 1981.

2.0 - Commercial Floor Space and Land Requirement Projections, Town of Gibbons, 1985-2001

2.0 COMMERCIAL FLOOR SPACE AND LAND REQUIREMENT PROJECTIONS, TOWN OF GIBBONS, 1985-2001

2.1 Introduction

This report has been prepared as part of background information required for the preparation of the Downtown Plan for the Town of Gibbons.

The report provides recent information about the size and composition of Gibbons' commercial sector and projects the Town's future commercial floor space and land requirements for the period between 1985 and 2001.

2.2 Recent Trends

Commercial facilities developed in the Town of Gibbons originally to serve the needs of the nearby agricultural area. More recently, the main stimulus for the commercial sector's growth has come from the increasing population of the Town itself.

Table 5 provides recent information about the size and composition of Gibbons' commercial sector. As indicated in the table, the total amount of developed commercial floor space in the Town was equal in 1985 to 7,523.7 m^2 of Gross Floor Area (GFA). Retail trade occupied 42.2% of this total, with the rest distributed among service establishments (31%), office (22.3%) and vacant space (4.5%). The total commercial floor space covered approximately 2.16 hectares of land.

In 1983 the Town had 2.59 m^2 of GFA of commercial floor space in use per capita. Compared to other regional municipalities, e.g. Devon with 4.1 m^2 of GFA per capita, Redwater with 6.26 m^2 or Stony Plain with 7.53 m^2, this figure indicates that Gibbons' commercial sector is relatively underdeveloped.

Information from the 1983 Edmonton Metropolitan Regional Planning Commission Market Areas Survey, suggests that there are two chief reasons for the relative underdevelopment of Gibbons' commercial sector. First, the Town has a relatively small trade area population which limits the range and level of commercial services that can presently be supported in the municipality. Secondly, a large proportion of local residents, particularly those employed in Edmonton, tend to shop for a number of goods and services in the central city. This tendency is documented in Table 6.

TABLE 5
COMMERCIAL FLOOR SPACE BY TYPE, TOWN OF GIBBONS, 1985

	SQUARE METRES OF GROSS FLOOR AREA	PERCENTAGE OF SUBTOTAL	PERCENTAGE OF TOTAL
Food and Drugs	1,835.0	57.8	
General Merchandise	240.1	7.6	
Hardware and Home Furnishings	117.1	3.7	
Automotive	847.5	26.7	
Miscellaneous	133.7	4.1	
SUBTOTAL RETAIL	3,173.4	100.0	42.2
Personal Service	421.5	18.1	
Accommodation and Food	1,485.4	63.6	
Miscellaneous Service	427.4	18.3	
SUBTOTAL SERVICE	2,334.3	100.0	31.0
Office[a]	1,677.5		22.3
Vacant	338.5		4.5
TOTAL	7,523.7		100.0

Note: (a) Includes institutional office space, offices of insurance companies, bank, medical clinic, post office, etc.

Source: E.M.R.P.C. Land Use Data System.

It can be noted from the table that more than half the households living in Gibbons usually shop in Edmonton for Groceries (51.6%), Car or Truck Service (57%) and Hardware (56.8%). Even higher proportions of local residents shop in Edmonton for Clothing and Shoes (90.3%) and larger items such as a Car or Truck (72.9%), Major Appliances (98.3%) and Furniture (99.4%). A significantly high local patronage has recently been achieved by the Town's businesses only with respect to Drugs (71.2%), Bank Services (72.7%), Dry Cleaning and Laundry (76.8%) and Liquor (85.9%).

TABLE 6
SHOPPING HABITS OF THE RESIDENTS OF THE TOWN OF GIBBONS, 1983
(Figures indicate percent of survey respondents
shopping at indicated locations.)

TYPES OF GOODS OR SERVICES	SHOPPING LOCATIONS			
	Gibbons	Edmonton	Fort Saskatchewan	Other
Groceries	20.7	51.6	26.1	1.6
Drugs	71.2	19.0	9.2	0.6
Hardware	7.6	56.8	34.1	1.5
Liquor	85.9	10.4	3.7	-
Clothing and Shoes	1.1	90.3	7.5	1.1
Car or Truck Purchase	0.6	72.9	10.7	15.8
Major Appliances	0.6	98.3	-	1.1
Furniture	-	99.4	0.6	-
Car or Truck Service	29.5	57.0	10.1	3.4
Bank Services	72.7	20.3	4.8	2.2
Restaurants	18.3	71.3	7.3	3.1
Drycleaning and Laundry	76.8	18.3	4.9	-
Medical Doctor	10.3	43.8	36.8	9.1
Insurance	39.7	41.8	8.7	9.8
Dentist	43.8	36.0	19.1	1.1
Lawyer	8.4	78.6	10.7	2.3
Veterinarian	57.3	17.7	22.9	2.1

Source: E.M.R.P.C. Market Areas Survey, 1983.

2.3 Future Commercial Floor Space and Land Requirements

The total trading area of the Town of Gibbons has been estimated to encompass in 1985 approximately 4,100 people. In order to project a reasonable range of future commercial floor space requirements, the Town's total trading area population has been projected and, on the basis of this projection, and some additional assumptions, two development scenarios have been constructed.

Scenario I has been designed to indicate future minimum commercial space requirements. The assumptions of this scenario include the following:

1. The dependency of Gibbons' residents for employment on Edmonton and Fort Saskatchewan will continue at the present high level.[2]

2. The continuing employment dependency on Edmonton and Fort Saskatchewan will tend to preserve the existing high orientation of Gibbons' residents toward the commercial facilities of these two cities.

3. Gibbons' trading area population will grow at the lower level of the projected range. This will provide only a limited scope for the improvement in the variety and level of local commercial services.

4. In view of the above effects, it is assumed that the per capita floor space requirements will grow marginally in the projection period from the present level of 1.84 m^2 of GFA per person in the trading area to 2 m^2 of GFA. The application of this ratio to the "low" projection of Gibbons' trading area population gives the future minimum commercial floor space requirements as shown in Table 7 below.

In order to produce the maximum forecast of future commercial floor space requirements, Gibbons' commercial sector and its patronage as well as the projected population size of its trading area were analyzed in relation to those of other comparable and larger municipalities in the Edmonton metropolitan region. Based on this analysis, maximum commercial floor space requirements indicated in Table 7 under Projection II have been derived from the following Scenario II assumptions.

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(2) The E.M.R.P.C. Market Areas Survey indicates that in 1983, 52.1% of Gibbons residents holding full time jobs were employed in Edmonton, 15.7% in Fort Saskatchewan, 6.4% in Redwater and 12.8% in Gibbons.

1. Gibbons' trading area population will grow at the higher level of the projected range.

2. The Town will be able to attract some industrial development and other economic activities which will create employment opportunities for a higher proportion of the local labour force.

3. Higher population growth will make it possible for a larger variety of commercial establishments to operate in the Town which, together with increased local employment, will help to redirect the trade area population's shopping preferences towards the Town's commercial facilities. The Town will also become more attractive to the highway travelling public.

4. As patronage of the local trade facilities improves, commercial floor space requirements will increase gradually from the present level of 1.84 m^2 to 2.5 m^2 of GFA per person in the trading area.

TABLE 7
FUTURE COMMERCIAL FLOOR SPACE AND LAND REQUIREMENTS,
TOWN OF GIBBONS, 1985-2001

YEAR	PROJECTED TRADE AREA POPULATION	PROJECTION I		PROJECTION II	
		GFA (m^2)	Net Hectares	GFA (m^2)	Net Hectares
1985[a]	4,100	7,523.7	2.16	7,523.7	2.16
1991	5,100	9,690	3.03		
	5,800			11,948	3.82
1996	5,900	11,505	3.74		
	7,100			16,188	5.42
2001	6,900	13,800	4.59		
	8,500			21,250	7.36

Notes: (a) Actual figures.

Future commercial floor space requirements of the Town of Gibbons are summarized in Table 7. As can be seen from the table, under the minimum Projection I, Gibbons' commercial floor space can be expected to increase from the amount of 7,523.7 m^2 of GFA in 1985 to 13,800 m^2 of GFA in the year 2001. This represents an increase of 6,276 m^2 of GFA in 16 years. Under the maximum Projection II, the projected 16 year increase is 13,726 m^2 of GFA, from the 1985 level of 7,523.7 m^2 of GFA to 21,250 m^2 of GFA in the year 2001.

The corresponding future land requirements have been projected to range at the end of the projection period between 4.59 hectares and 7.36 hectares. These figures have been derived using the following assumptions.

1. Commercial facilities will be limited to the downtown area and commercially zoned land in the industrial park.

2. The downtown area is expected to develop at the present (1985) density of 3,480 m^2 per hectare. The industrial park will accommodate highway commercial and other low density business establishments unsuitable for the downtown area at an average density of 1,800 m^2 per hectare.

3. The amount of land developed for commercial purposes in the industrial park will be 0.5 hectares in 1991, 0.9 hectares in 1996 and 1.3 hectares in the year 2001 under Projection I and 0.8 hectares in 1991, 1.6 hectares in 1996 and 2.6 hectares in 2001 under Projection II.

4. The above assumptions, about the future density and amount of land developed for commercial purposes in the industrial park, determine the future amount of commercial floor space located beyond downtown as shown in Table 8. The rest of the Town's projected commercial floor space is expected to be accommodated in the downtown area.

As summarized in Table 8, total commercial floor space situated in the industrial park is expected to range at the end of the projection period between 2,340 m^2 of GFA and 4,680 m^2 of GFA. The amount of commercial floor space in the downtown area is expected to increase from 7,523.7 m^2 of GFA in 1985 to between 11,460 m^2 of GFA and 16,570 m^2 of GFA in the year 2001. This amount of floor space will require between 3.29 hectares and 4.76 hectares of commercial land.

TABLE 8
PROJECTED COMMERCIAL FLOOR SPACE AND LAND REQUIREMENTS, DISTRIBUTION BETWEEN DOWNTOWN AND INDUSTRIAL PARK, TOWN OF GIBBONS, 1985-2001

YEAR	PROJECTION I		PROJECTION II	
	GFA (m^2)	Net Hectares	GFA (m^2)	Net Hectares
DOWNTOWN				
1985[a]	7,523.7	2.16	7,523.7	2.16
1991	8,790	2.53	10,508	3.02
1996	9,885	2.84	13,308	3.82
2001	11,460	3.29	16,570	4.76
INDUSTRIAL PARK				
1991	900	0.5	1,440	0.8
1996	1,620	0.9	2,880	1.6
2001	2,340	1.3	4,680	2.6

Notes: (a) Actual figures.

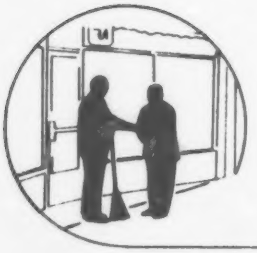
2.4 Summary

The Total amount of commercial floor space in the Town of Gibbons was equal in 1985 to 7,523.7 m^2 of Gross Floor Area (GFA).

Gibbons' commercial sector is relatively underdeveloped due to a small trading area population and poor patronage of the Town's commercial establishments by local residents.

The Town's commercial floor space requirements are expected to increase from the 1985 level of 7,523.7 m^2 of GFA to between 13,800 m^2 and 21,250 m^2 of GFA by the year 2001. The corresponding commercial land requirements have been projected to range at the end of the projection period between 4.59 hectares and 7.36 hectares.

The lower commercial floor space projection has been based on the "low" population projection and on the assumption that the Town's level of service and local patronage will improve only marginally. The higher projection reflects an expectation of a higher population growth, increased variety of services and a higher patronage of the Town's commercial establishments by local residents.



3.0 - Business Survey Results

3.0 BUSINESS SURVEY RESULTS

3.1 Introduction

The Edmonton Metropolitan Regional Planning Commission, on behalf of the Town of Gibbons, undertook a survey of the Town's business community. Results of this survey will assist the Gibbons Downtown Plan Committee in their task of developing a draft plan. This Downtown Plan will include provisions for future land uses, economic strategy and other efforts to improve the area. Map 2, Study Area, Page 21 shows the boundary of this Downtown Plan project. The business population consisted of fifty-two businesses located in commercial space in the central area. A copy of the business questionnaire was left with the owner or manager of each business and arrangements were made to pick up the surveys at a later date.

3.2 Survey Distribution

A covering letter similar to that of the community survey also accompanied the business survey. Included were instructions stating that the questionnaire should be completed by the owner or manager of the business on behalf of the business.

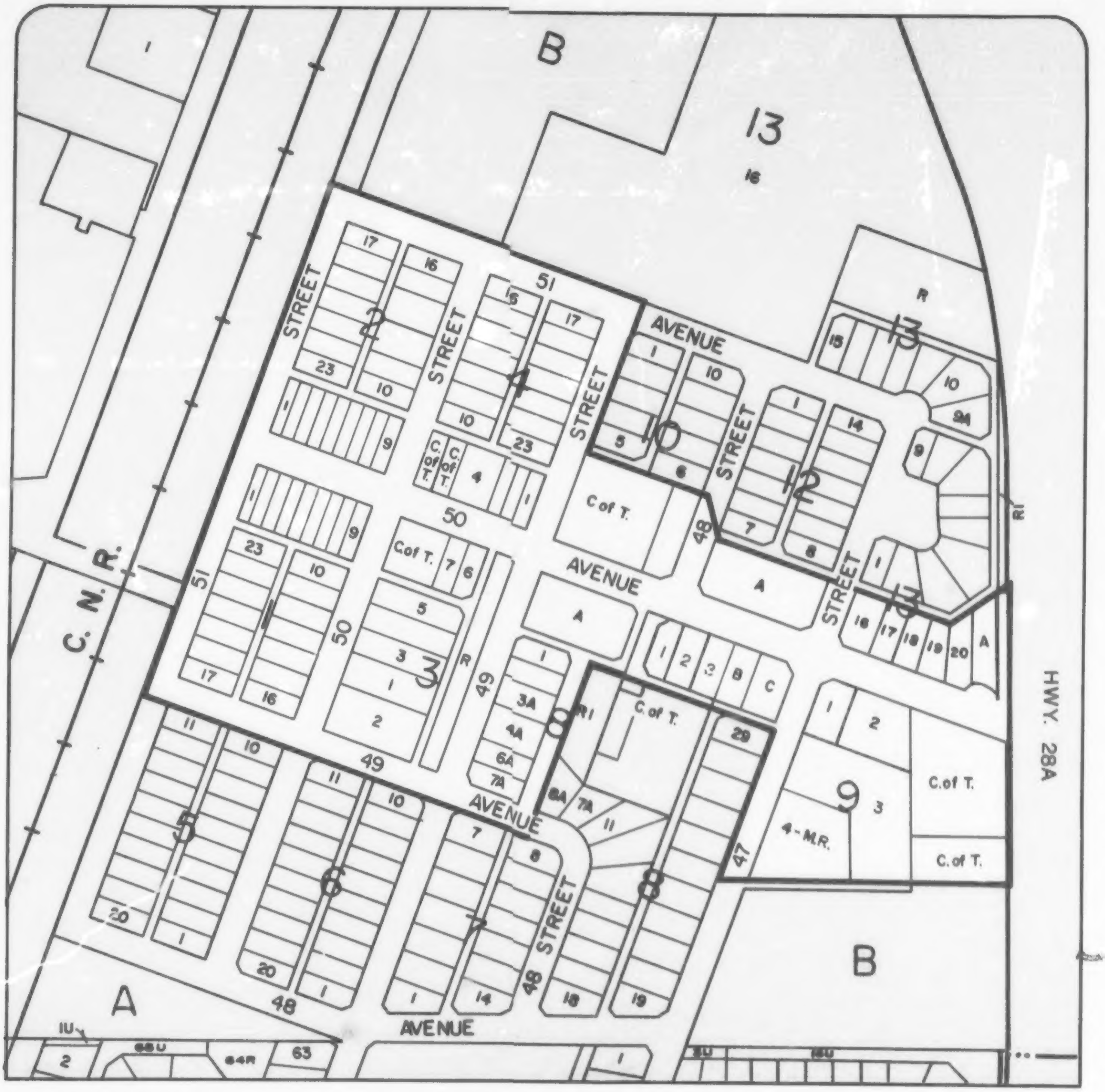
The questionnaires were hand delivered to each business on Monday and Tuesday, September 8 and 9, 1986. As each was dropped off the project was briefly explained and it was indicated that the questionnaire would be picked up the following week at which time a short interview would take place. In some cases appointment times were arranged. Where questionnaires could not be picked up, the businesses were requested to return the completed questionnaire to the Town Office.

3.3 Coding and Tabulation

A coding manual was developed to prepare the data from the returned questionnaires for computer analysis. A numerical value was assigned to each response category. In the case of open-ended questions, responses of a similar nature were grouped together. Coding of the questionnaires was done by E.M.R.P.C. staff members. Keypunching and verification of data was done by an independent firm. The Statistical Package for the Social Sciences on the computer at the University of Alberta was used to derive simple frequencies and descriptive statistics for all the variables.

3.4 Summary of Results

From the entire research population of fifty-two businesses, thirty-three questionnaires were returned. The effective response rate is calculated at 63%.



Map 2 : STUDY AREA

Edmonton Metropolitan
Regional Planning
Commission

0 100 200 400 feet
0 50 100 metres

N

The respondents were asked to identify their employment situation with results showing that there are 9 owners, 12 owner/operators, and 12 managers. One third of these business heads live in Gibbons, while 2/3 reside outside of the Town boundaries.

The exact same proportions of 1/3 and 2/3 was evident in the ownership of the business space where the majority are renters.

When asked if they would consider buying or renting additional space at their present premises or elsewhere in Gibbons the majority said no. Of the four factors presented as possible hindrances to relocation or expansion the rental price or purchase price of space was too expensive. Some respondents indicated that the general lack of business/low volume of sales was a bigger hindrance than those provided in the survey.

The question concerning customer origin resulted in percentages close to equal in value between local customers (from Gibbons), rural (from the surrounding area) and fifty percent local/fifty percent rural.

From the businessman's perspective there is adequate parking in the downtown. It was reported that Customers park primarily in the lots adjacent to the buildings and on adjacent side streets as do the employees. In particular the Royal Bank Plaza employees are encouraged to park their vehicles on 50th Avenue reserving the lots adjacent to the building for customers.

Why do people shop in Gibbons? The three top ranking responses included proximity (convenience) (33%), good service (14%) and a friendly atmosphere (13%).

Why don't people shop in Gibbons? Because they commute regularly to other centres where goods can easily be purchased (33%), prices higher in Gibbons (26%), poor selection of goods (20%).

When questioned about the overall appearance of the Downtown with regard to a specific list of physical characteristics, the following ratings were given. Good applied to the condition of street and sidewalks as well as the adequacy of street lighting. Fair described the amount and condition of street furnishings, building appearance and maintenance as well as business signs and the overall appearance of 50th Avenue. Only landscaping was noted as being poor in the downtown area.

When thoughts of improving the downtown are considered, the addition of a greater variety of businesses, improvements to general appearance and the merchandising and promotion of the downtown are factors needing consideration.

How could the Town of Gibbons help? Promotion (27%), providing information on Provincial Grants (12%) and encouraging community and special events, (11%) were the top items mentioned. In reverse it was felt that the business community could co-operate in scheduled events, improve their customer service and better maintain their buildings and grounds.

Almost half of the business community belongs to the Chamber of Commerce, and the survey indicated that more were interested. This could become a good forum for dealing with information dissemination on both physical downtown improvements and organized events.

3.5 Detailed Survey Responses

Question 1: What type of business or institution do you operate?

TYPE OF BUSINESS	NUMBER	PERCENT
Retail		
A.L.C.B.	1	3.0
Appliance/Video	1	3.0
Automotive Parts	1	3.0
Bakery	1	3.0
Convenience	2	6.1
Crafts	1	3.0
Drugstore	1	3.0
Dry Cleaning/Flowers	1	3.0
Grocery	1	3.0
Hardware	1	3.0
Service Station	2	6.1
Services		
Banking Institution	2	6.1
Day Care	1	3.0
Hair Salon	1	3.0
Hotel	1	3.0
Insurance	3	9.1
Library	1	3.0
Medical Services	3	9.1
Post Office	1	3.0
Real Estate	2	6.1
Restaurant	1	3.0
Industry		
Grain Elevator/Seed Cleaning	4	12.1
TOTAL	33	100.0

Question 2: Please check the one response that most closely describes your employment situation. Are you the

RESPONDENTS EMPLOYMENT POSITION	NUMBER	PERCENT
Owner	9	27.3
Owner/Operator	12	36.4
Manager	12	36.4
TOTAL	33	100.0

Question 3: Are you a resident of Gibbons?

RESIDENT OF GIBBONS	NUMBER	PERCENT
Yes	12	36.4
No	21	63.6
TOTAL	33	100.0

Question 4(a): Do you own or rent the business space you occupy?

OWNERSHIP STATUS OF BUSINESS SPACE	NUMBER	PERCENT
Own	12	36.4
Rent	21	63.6
TOTAL	33	100.0

Question 4(b): Would you buy or rent additional space if it were available to you?

ACQUIRE ADDITIONAL SPACE	YES	(%)	NO	(%)	NO RESPONSE	(%)	TOTAL	(%)
At your Present Premises	7	21.2	24	72.7	2	6.1	33	100.0
Elsewhere in Gibbons	3	9.1	22	66.7	8	24.2	33	100.0

Question 4(b): Do you consider any of the following factors to be a hindrance to relocation and expansion?

FACTORS HINDERING RELOCATION/EXPANSION	YES	(%)	NO	(%)	RESPONSE	(%)	TOTAL	(%)
Lack of a Suitable Location	5	15.2	13	39.4	15	45.5	33	100.0
Rent/Price Too Expensive	10	30.3	13	39.4	10	30.3	33	100.0
Lack of Parking	3	9.1	13	39.4	17	51.5	33	100.0
Other	8	24.2	10	30.3	15	45.4	33	100.0

Eight respondents provided answers other than those provided in the questionnaire. Of these, five reported that there was a general lack of business/low volume preventing them from relocating or expanding, while three respondents felt that there was no need to expand at this time.

Question 5: How many people including yourself (if applicable) are employed in this business?

NUMBER OF EMPLOYEES	NUMBER	PERCENT
Full-time	80	59.2
Part-time	55	40.8
TOTAL	135	100.0

Question 6: Where do most of your customers come from?

CUSTOMER ORIGIN	NUMBER	PERCENT
Local (from Gibbons)	14	42.4
Rural (from the surrounding area)	8	24.2
Fifty Percent Local/Fifty Percent Rural	11	33.0
TOTAL	33	100.0

Question 7: Is there adequate parking in the Downtown?

ADEQUATE PARKING SPACES	NUMBER	PERCENT
Yes	22	66.7
No	6	18.2
Don't Know	5	15.2
TOTAL	33	100.0

Question 8: Where do most of your customers and employees park?

CUSTOMER PARKING	NUMBER	PERCENT
In a Parking Lot Adjacent to the Building	22	66.7
On Adjacent Side Streets	7	21.2
On 50th Avenue	3	9.1
Not Applicable (walk or cycle)	1	3.0
TOTAL	33	100.0

Question 8 continued

EMPLOYEE PARKING	NUMBER	PERCENT
In a Parking Lot Adjacent to the Building	13	39.4
On 50th Avenue	9	27.3
On Adjacent Side Streets	6	18.2
Not Applicable (walk or cycle)	1	3.0
No Response	4	12.1
TOTAL	33	100.0

Question 9(a): Please identify the three most important reasons why people use the shops and services in Gibbons.

WHY PEOPLE DO SHOP IN GIBBONS	NUMBER	PERCENT
Proximity (convenience)	30	33.3
Good Service	13	14.4
Friendly Atmosphere	12	13.3
Promotion by Town and/or Chamber of Commerce	8	8.9
Competitive Prices	7	7.8
Reasonable Selection	6	6.7
Easy Parking	6	6.7
Convenient Hours	5	5.5
Don't Know	2	2.2
Other	1	1.1
TOTAL	90	100.0

There was only one respondent who did not attempt to answer this question in whole or in part, giving a high response rate of 97%.

Question 9(b): Please identify the three most important reasons why people would not use the shops and services in Gibbons.

WHY PEOPLE DO NOT SHOP IN GIBBONS	NUMBER	PERCENT
Commuting to Other Centres	28	33.3
Higher Prices	22	26.2
Poor Selection of Goods	17	20.2
Poor Business Marketing Techniques	6	7.1
Don't Know	5	6.0

Question 9(b) continued

SHOP IN GIBBONS	NUMBER	PERCENT
Lack of Promotion by the Town and/or Chamber of Commerce	3	3.6
Generally Poor Service	2	2.4
Inconvenient Hours of Operation	1	1.2
TOTAL	84	100.0

The response rate to this question is 100% indicating that every merchant re[illegible]nding has thought about this question many times before.

Question 10(a): Please rate the overall appearance of the Downtown with regard to each of the following physical characteristics.

PHYSICAL CHARACTERISTICS	PERCENTAGE			
	GOOD	FAIR	POOR	NO RESPONSE
Condition of Streets	69.7	27.3	3.0	0.0
Condition of Sidewalks	66.7	30.3	0.0	3.0
Adequacy of Street Lighting	69.7	21.2	3.0	6.1
Landscaping	12.1	30.3	42.4	15.2
Amount and Condition of Street Furnishings	6.1	51.5	36.4	6.1
Building Design (appearance)	12.1	72.7	12.1	3.0
Building Upkeep (maintenance)	18.2	72.7	0.0	9.1
Business Signs	36.4	48.5	3.0	12.1
The Overall Appearance of 50th Avenue	24.2	63.6	6.1	6.1

Question 10(b): Please rank the three most important factors that should be considered for the improvement of Downtown Gibbons.

FACTORS REQUIRING IMPROVEMENT	FIRST PRIORITY	SECOND PRIORITY	THIRD PRIORITY
Greater Variety of Businesses	10	9	5
General Appearance	8	3	5
Merchandising and Promotion of Downtown	7	9	8
Street Furnishing/Landscaping	4	4	1
Historical Preservation	0	1	2
Improved Business Co-operation	1	6	8
Open Space	0	0	0
Other	0	0	1
No Response	3	1	3

The one 'other' response to this question suggested that the Development of a Theme or Consistency of Design be addressed in the Downtown Plan for Gibbons.

Question 11(a): Please indicate the three most important ways in which the Town could assist the business community in revitalizing downtown.

TOWN ASSISTANCE	NUMBER	PERCENT
Promoting Local Businessess and Services	25	27.2
Providing Information on Provincial Grants	11	11.9
Encouraging Community and Special Events	10	10.9
Encouraging Businesses to Co-operate	8	8.7
Increasing Flexibility in Terms of Rezoning, Building Permits, Parking Requirements and the Land Use Matters	8	8.7
Providing information on/or Conducting Small Business Seminars	8	8.7
Providing Landscaping and Street Furniture	7	7.6
Promoting Tourism	5	5.4
Conducting Customer Surveys	5	5.4
Improving Public Lands and Facilities	3	3.3
Providing More Off-Street Parking	1	1.1
Other	1	1.1
TOTAL	92	100.0

The response rate to this question is 91%, accounting for three respondents who did not attempt to answer the question.

Question 11(b): Please indicate the ways in which the business community could assist the Town in revitalizing downtown.

WAYS BUSINESS COMMUNITY COULD ASSIST TOWN IN REVITALIZATION	YES	(%)	NO	(%)	NO RESPONSE	(%)	TOTAL	(%)
Co-operation in Events	25	75.8	1	3.0	7	21.2	33	100.0
Customer Service Improvement	21	63.6	1	3.0	11	33.3	33	100.0
Better Maintenance	18	54.5	2	6.1	13	39.4	33	100.0
Building Upgrading	17	51.5	3	9.1	13	39.4	33	100.0
Customer 'Only' Parking	15	45.5	3	9.1	15	45.5	33	100.0
Landscaping	14	42.4	5	15.2	14	42.4	33	100.0
Donations to Projects	11	33.3	7	21.2	15	45.5	33	100.0
Pedestrians Bicycle Traffic	12	36.4	4	12.1	17	51.5	33	100.0
Other	2	6.1	0	0.0	31	93.9	33	100.0

The two 'other' responses that were provided suggested that competitive pricing be encouraged and that a theme for the Town should be developed.

Question 12(a): Do you belong to the Chamber of Commerce?

CHAMBER MEMBERSHIP	NUMBER	PERCENT
Yes	16	48.5
No	17	51.5
TOTAL	33	100.0

Question 12(b): If not, would you like to belong?

DESIRE CHAMBER MEMBERSHIP	NUMBER	PERCENT
Yes	9	27.3
No	7	21.1
Not Applicable (already belong)	16	48.5
No Response	1	3.0
TOTAL	33	100.0

Question 13: Are there any other issues or items that you feel should be addressed in a Downtown Plan?

A total of fifteen respondents provided a response to this, the last question of the survey. The following list represents the responses given, in an unedited fashion.

1. Unsightly buildings should be removed if suitable businesses can be found. Store hours - especially the drug store should be longer. Thursday night opening.

2. Keep Gibbons simple. Keep taxes down. People who live here like to because it is cheaper than in the City. The friendly atmosphere will keep them here not the amount of monies spent.

3. Encourage a greater variety of stores eg. Saan, Robinson, ladies and men's wear.

4. Do not close off 50th Avenue to Highway 28A as it will kill business on 50th Avenue with reduced traffic flow.

5. Diversify downtown area. Circulation, signage.

6. Downtown Gibbons is very drab. Even if Main Street (50th Avenue) had trees planted down the middle in a boulevard or on each side of the street it would improve it 100%.

7. Provide basic and essential maintenance and services. Avoid frivalous expenditures.

8. I think downtown could use a small shopping mall, with a good food store. It could also use a good hardware store. Marshall Wells should be called Mr. Video. A fitness centre with racquetball, weight lifting a small swimming pool and aerobics would help for something to do.

9. For a small town, Gibbons has done an adequate job of promoting itself.

10. I believe its important not to raise the expectations of the business people that a downtown plan will resolve all their problems. Make sure that they realize its a plan or guide to the future.

11. Renew the older building fronts on Main Street (50th Avenue) eg. W.K. Motors is renewed, while Loblick block isn't.

12. Town should advise heavy truck operators and school buses NOT to park near business premises. Angle parking on 50th Avenue should be changed to parallel parking. Condition of street furnishings needs improvement.

13. Consistency of "hours open".

14. Promotion of the Town of Gibbons in the Metropolitan Edmonton Market as an alternate life style and place to live in order to increase the population of Gibbons which is the key to the survival of the town and business community.

15. The overall appearance of the Town is poor (poor roads, upkeep of laneways and other public parks, garbage, residential premises poorly kept). These circumstances greatly inhibits citizens from feeling proud of the place they live in and their intentions to spend time and money in their community.

3.6 List of Business Establishments Surveyed, September 1986

RETAIL

A.L.C.B.
B.J. Bottle Depot
Blue Diamond Concrete
Donco Refridgeration
Discovery Satellite
Doug's Marine and Small Engine Repair
Easy Video
Gibbons Auto Supply
Gibbons Bakery
Gibbons Bus Depot
Gibbons Dry Cleaners
Gibbons Flowers
Gibbons Gulf Service Station
Gibbons Gulf Repair
Gibbons IDA
Gibbons Red Rooster
Gibbons Taxi
Pop Shoppe
Hi-Six Texaco
Sears
K. Bros. Pizza
McLean Bros. Merchants
Mr. Chips Restaurant
Marshall Wells
Mo's Super A
The Stitchery
W.K. Motors

SERVICES

A.J. Insurance
Gibbons Day Care
Gibbons Dental Clinic
Gibbons Hair Centre
Gibbons Hotel
Gibbons Insurance
Gibbons Health Centre
Gibbons Medical Centre
Gibbons Veterinary Services
Harry's Barber Shop
J. Bar Realty
Knott Insurance
Library
Medical Centre
Morinville Savings and Credit Union
Dr. Barry Nolt-Optometrist
Post Office
Royal Bank of Canada
Sunlife Insurance
Thomas Walter Professional Corporation
Willow Ridge Realty

INDUSTRY

Balfour Guthrie
Gibbons Co-op Seed Cleaning Plant
Alberta Wheat Pool
United Grain Growers

3.7 Copy of Questionnaire

GIBBONS DOWNTOWN PLAN BUSINESS SURVEY

For Office Use Only

1. What type of business or institution do you operate (e.g. restaurant, clothing store, library, etc.)

1 2 3 (1)

4 5

2. Please check the one response that most closely describes your situation.

Are you the (a) owner ( )
(b) owner/operator ( )
(c) manager ( )
(d) employee ( )
(e) other (please specify below) ( )

6

7

3. Are you a resident of Gibbons?

( ) Yes
( ) No

8

4. (a) Do you ( ) own or ( ) rent the business space you occupy? (Please check one.)

9

(b) Would you buy or rent additional space if it were available to you?

	Yes	No	
at your present premises	( )	( )	10
elsewhere in Town	( )	( )	11

(c) Do you consider any of the following factors to be a hindrance to relocation and expansion?

	Yes	No	
			12
lack of a suitable location	( )	( )	13
rent/price too expensive	( )	( )	14
lack of parking	( )	( )	15
other (please specify)	( )	( )	

16 17

18 19

For Office Use Only

5. How many people including yourself (if applicable) are employed in this business?

full-time _____ 20 21

part-time _____ 22 23

6. Are most of your customers: (Please check one) 24

( ) Local (from Gibbons)?

( ) Rural (from the surrounding area)?

( ) Visitors (tourists, truckers, etc)?

( ) Other (Please specify below)?

______________________________ 25

7. Is there adequate parking in the Downtown? (Please check one). 26

( ) Yes
( ) No
( ) Don't know

8. Where do most of your customers and employees park? (Please check one only for customers and one only for employees.)

		Customers	Employees
(a)	On 50th Avenue	( )	( )
(b)	On adjacent side streets	( )	( )
(c)	In a parking lot adjacent to your building	( )	( )
(d)	In a municipally owned parking lot	( )	( )
(e)	Not applicable (walk and/or cycle)	( )	( )

27 28

For Office Use Only

9. (a) Please identify the three most important reasons why people use the shops and services in Gibbons.

1. Proximity (convenience) ( )
2. Good service ( )
3. Competitive Prices ( )
4. Reasonable selection of goods ( )
5. Easy parking ( )
6. Convenient hours of operation ( )
7. Promotion by Town and/or Chamber of Commerce ( )
8. Friendly atmosphere/ familiarity ( )
9. Don't know ( )
10. Other (Please specify below) ( )

29 30

31 32

33 34

____

35 36

____

(b) Please identify the three most important reasons why people would not use the shops and services in Gibbons.

1. Commuting to other centres ( )
2. Generally poor service ( )
3. Higher prices ( )
4. Poor selection of goods ( )
5. Lack of parking ( )
6. Inconvenient hours of operation ( )
7. Lack of promotion by the Town and/or Chamber of Commerce ( )
8. Poor overall appearance of downtown ( )
9. Poor business marketing techniques (window displays, advertising, etc.) ( )
10. Don't know ( )
11. Other (Please specify below) ( )

37 38

39 40

41 42

____

43 44

____

10. (a) Please rate the overall appearance of the Downtown with regard to each of the following physical characteristics.

	Good	Fair	Poor
1. Condition of streets	( )	( )	( )
2. Condition of sidewalks	( )	( )	( )
3. Adequacy of street lighting	( )	( )	( )
4. Landscaping	( )	( )	( )
5. Amount and condition of street furnishings (e.g. benches, litter baskets, outdoor telephones)	( )	( )	( )
6. Building design (appearance)	( )	( )	( )
7. Building upkeep (maintenance)	( )	( )	( )
8. Business signs	( )	( )	( )
9. The overall appearance of 50th Avenue	( )	( )	( )

(b) Please rank the three more important factors that should be considered for the improvement of Downtown Gibbons. (Put a '1' next to the first most important, '2' next to the second most important, and '3' next to the third most important.)

	RANK
1. General appearance	____
2. Street furnishings/landscaping	____
3. Open space	____
4. Historical Preservation	____
5. Improved business co-operation	____
6. Merchandising and Promotion of Downtown	____
7. Greater variety of Businesses	____
8. Other (Please specify below.)	____

____

____

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45
46
47
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53
54
55
56
57 58
59 60

For Office Use Only

11. (a) Please indicate the three most important ways in which the Town could assist the business community in revitalizing downtown.

1. Providing landscaping and street furniture ( )
2. Providing more off-street parking ( )
3. Promoting local businesses and services ( )
4. Encouraging businesses to co-operate ( )
5. Increasing flexibility in terms of rezoning, building permits, parking requirements and other land use matters ( )
6. Promoting tourism ( )
7. Encouraging community and special events ( )
8. Conducting customer surveys ( )
9. Providing information on/or conducting small business seminars, workshops and conferences (on marketing, promotion, etc.) ( )
10. Providing information on provincial grants and other sources of funding ( )
11. Improving public lands and facilities (e.g. sidewalks, laneways, roadways, public buildings, etc.) ( )
12. Other (Please specify below) ( )

____

____

61 62
63 64
65 66
67 68
69 70

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2

1 2 3

(b) Please indicate the ways in which the business community could assist the Town in revitalizing downtown.

	Yes	No	
1. Upgrading buildings	( )	( )	4
2. Better maintenance and repair (buildings, lots, loading areas, etc.)	( )	( )	5
3. Assisting with landscaping programs and provision of street furniture	( )	( )	6
4. Co-operating in community and special events	( )	( )	7
5. Encouraging employees not to park in 'customer' parking areas	( )	( )	8
6. Improving customer services, hours of operation, selection of goods, etc.	( )	( )	9
7. Donating time, money and/or materials for specific downtown improvement projects	( )	( )	10
8. Encouraging pedestrian and bicycle traffic (sidewalk maintenance, benches, bicycle racks, etc.)	( )	( )	11
9. Other (Please specify below)	( )	( )	12

______________________________________ 13 14

______________________________________ 15 16

12. (a) Do you belong to the Chamber of Commerce?

( ) Yes
( ) No 17

(b) If not, would you like to belong?

( ) Yes
( ) No 18

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13. Are there any other issues or items that you feel should be addressed in a Downtown Plan?

____

____

____

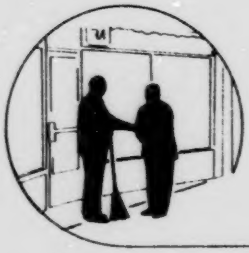
____

____

____

___ 19

Thank you for your co-operation.



4.0 - Community Survey Results

4.0 COMMUNITY SURVEY RESULTS

4.1 Introduction

The Edmonton Metropolitan Regional Planning Commission, on behalf of the Town of Gibbons undertook a survey of the Town's residential population. Results of this survey will assist the Gibbons Downtown Plan Committee in their task of developing a draft plan. This Downtown Plan will include provisions for future land uses, economic strategy and other efforts to improve the area.

The total residential population according to the 1984 municipal census was 2,543 people. Approximately seven-hundred and thirty community questionnaires were mailed giving each household in Gibbons the opportunity to participate in the planning of this phase of the downtown's redevelopment.

4.2 Survey Distribution

Two articles explaining the purpose of the Gibbons Downtown Plan community survey were published in the local newspaper prior to the distribution of the community questionnaires. In addition, an advertisement sponsored by the Town appeared in the paper on the day of distribution.

A covering letter accompanying the questionnaire, informed the residential community of the purpose of the survey, who was requesting the data, the auspices under which the study was conducted, the confidentiality of the data, who the respondent should be and that they had approximately three weeks to complete the self administered questionnaire - mention was also made of the $50 prize being offered to one lucky respondent.

The questionnaires were delivered to the Town of Gibbons Post Office on Tuesday, August 5, 1986. The residents were requested to return the completed surveys to the Town Office by August 22, 1986 or drop them in the mail using the prepaid business reply form attached to the survey.

Questionnaires were picked up from the Gibbons' office several times during the collection period and were returned to the E.M.R.P.C. for processing.

4.3 Coding and Tabulation

A coding manual was developed to prepare the data from the returned questionnaires for computer analysis. A numerical value was assigned to each response category. In the case of open-ended questions, responses of a similar nature were grouped together. Coding of the questionnaires was done by E.M.R.P.C. staff members. Keypunching and verification of data was done by an independent firm. The Statistical Package for the Social Sciences on the computer at the University of Alberta was used to derive simple frequencies and descriptive statistics for all the variables.

4.4 Summary of Results

One hundred and eighty one community surveys were returned from the seven hundred and thirty distributed. This represents a response rate of 24.8%. Though this response rate is low, statistically it represents a confidence level of 90% with a 5% error tolerance. This means that in 90% of the cases you can be certain that the true value for the population of Gibbons falls within plus or minus 5% of the value obtained in the survey.

The low response rate may be due to several factors:

1. Distributing a questionnaire during the summer months may conflict with the residents' vacation schedules and therefore cause a lower response rate.
2. Mailed, self-administered surveys, although less expensive and time consuming than the interview method, tend to have lower response rates. This rate will also decrease if there is no stamped return envelope provided.
3. The length of the questionnaire.
4. (Possibly) a general attitude of indifference on the part of residents towards the development of a downtown plan.

Although the response rate was low, this survey is only one method of obtaining the residents' view. The non-respondents still have the opportunity to express their opinions during the public hearing on the draft downtown plan.

The majority of respondents (40.9%) have lived in Gibbons for 5 to 10 years followed by fifty-five percent of the full-time employees who work in Edmonton. Fourteen percent work in Gibbons. Fifty percent of those reporting part-time employment worked in Gibbons while another 25 percent travel to Edmonton.

When asked what factors should be considered for improvement to the downtown the majority of responses indicate that a better variety of businesses, an improvement of their general appearance and more street furnishings were important.

Half of the respondents reported that the exterior appearance of the buildings presently located in the downtown area are good while 39% gave them a fair rating. Areas in need of renewal? Unfortunately, the Gibbons community survey preceded the Gulf Station take-over of the old Argo property situated to the west of Red Rooster by about three weeks. So 16% of the community thought that building and the vacant lot associated with it topped the list of renewal projects. Following this were vacant lots in general, the old Loblick Block on the south side of the street as well as the adjacent Pop Shoppe building.

As far as buildings displaying traits of historical or architectural interest 50% of the population named the McLean Brothers General Merchants, Anglican Church (17%) and the Pop Shoppe building (13%) with its interesting barn shape false front.

Question 8 of the questionnaire asked the respondent to identify any particular social, cultural or recreational facilities that could be added to the downtown of Gibbons. As noted in past surveys the desire to have a swimming pool topped the list at 27% while bowling alley (23%) and cinema (17%) followed. Passive type parks and seating areas throughout the downtown were also mentioned by 10% of the respondents.

When asked to rate their satisfaction of the roadways to the downtown 72% indicated that they were satisfied while 13% were very satisfied. As to the roadway system within the downtown the same number were satisfied while this time 15% were dissatisfied.

What special roadway improvements could be made? The review of the use of the angle parking was mentioned in 28% of the questionnaire returns. Eleven percent pointed at road maintenance in the way of potholes and snow removal as needing attention.

In this day and age of the overuse of automobiles, the question of pedestrian movement improvements was posed. Fifty-two percent requested the use of crosswalk paintings, lights, or a combination of the two. Sidewalk repairs constituted 11% of the responses while 5% commented that 50th Avenue is too wide to comfortably cross.

In answer to the question on the availability of sufficient parking in the Downtown, 78% of the survey respondents replied yes there was an adequate number of spaces while 19% said no. Areas that could use additional spaces were noted as the Super A(30%), Royal Bank (23%), and the Community Hall (9.6%).

When questioned about the need for parking improvements 36% noted that the angle parking system should be re-evaluated, 11% indicated a need for additional parking while a matching 11% identified the need to develop an alternative to the parking of large trucks in the central core.

It is not surprising that purchases such as drugs, gasoline, barber and beauty services, dry cleaning, laundry and vehicles repairs are done locally. Edmonton captured the market for groceries, restaurants, hardware and the services of a medical doctor even though these four items could be obtained in Gibbons.

It was anticipated that purchases for clothing and shoes, furniture, better restaurants and car/truck purchases would favour Edmonton as these are not available in Gibbons.

Question 14 asked that the respondent rate the downtown with regard to a list of specified business characteristics. Receiving a good rating were store hours, and the quality of the sales staff. Rated fair were the variety of goods offered, their quality, advertising and the use of special promotional events. Pricing received an overall poor rating.

The questionnaire respondents were then given the opportunity to suggest additional goods and services not presently available and needed in the downtown. A lengthy "wish" list resulted in the perceived need for a clothing store (17%), hardware and building supplies (13%), a department sore (10%) and the addition of a national chain grocery store (7%).

When asked what the Town of Gibbons could do to support the downtown, promotions (14%), tax breaks (11%), a beautification programme (10%) and new business incentives (11%) were mentioned the most often. What could the Provincial Government do? New business incentives, beautification grants, and the creation of a recreation/youth centre were suggested.

Almost an even split of responses were received between yes and no when the population was questioned over their ambition to open a business. The three main reasons for not opening a business included a population that was too small, the close proximity of Gibbons to Edmonton and Fort Saskatchewan as a hindrance to its growth, and the lack of support from the resident population. Countering these were an increase in population, an economic boom and the existence of more stable industries in Gibbons that would prompt negative attitudes to change.

4.5 Detailed Survey Responses

Question 1: How long have you lived in Gibbons?

YEARS	NUMBER	PERCENT
Less than one year	18	9.9
1 to <2 years	6	3.3
2 to <5 years	37	20.4
5 to <10 years	74	40.9
10 or more years	46	25.4
TOTAL	181	100.0

Question 2 (a) & (b): How many people in this household are employed full-time and where do they work?

EMPLOYMENT LOCATION	NUMBER OF PERSONS EMPLOYED	PERCENT OF FULL-TIME EMPLOYEES
Gibbons	32	14.5
Fort Saskatchewan	22	10.0
Edmonton	121	55.0
Redwater	12	5.4
Bon Accord	3	1.4
Morinville	1	0.4
Throughout Alberta (No Usual Place)	11	5.0
Another Municipality in Alberta	18	8.2
TOTAL	220	100.0

Question 3 (a) & (b): How many people in this household are employed part-time and where do they work?

EMPLOYMENT LOCATION	NUMBER OF PERSONS EMPLOYED	PERCENT OF PART-TIME EMPLOYEES
Gibbons	27	49.1
Fort Saskatchewan	5	9.1
Edmonton	14	25.4
Bon Accord	1	1.8
Throughout Alberta (No Usual Place)	5	9.1

Question 3 (a) & (b) continued

EMPLOYMENT LOCATION	NUMBER OF PERSONS EMPLOYED	PERCENT OF PART-TIME EMPLOYEES
Another Municipality in Alberta	3	5.5
TOTAL	55	100.0

Question 4: Please rank the three most important factors that should be considered for the improvement of Downtown Gibbons.

FACTOR	FIRST PRIORITY	SECOND PRIORITY	THIRD PRIORITY
Greater Variety of Businesses	74	27	18
General Appearance	43	44	30
Street Furnishings/Landscaping	15	29	35
Businesses Working Together	15	27	26
Merchandising and Promotion of Downtown	13	25	34
Historical Preservation	8	10	9
Open Space	5	4	5
Other	2	5	8
No Response	6	10	16

Fifteen respondents provided additional answers which they felt were also important factors to be considered for the improvement of Downtown Gibbons. Of these, three reported that the existing parking pattern should be examined while the same number felt that a youth centre would be an asset to the downtown. Two respondents suggested the establishment of an R.C.M.P. detachment in Town, another two thought competitive pricing should be encouraged while a further two respondents noted that Town owned properties should be better maintained. One each responded that the need for friendliness, more job opportunities and the replacement of run-down buildings were also essential elements to improving Gibbons.

Question 5: Please rate the overall exterior appearance of buildings in the Downtown.

APPEARANCE RATING	NUMBER OF RESPONSES	PERCENTAGE
Excellent	3	1.7
Good	89	49.2
Fair	71	39.2
Poor	14	7.7
No Response	4	2.2
TOTAL	181	100.0

Question 6: Are there areas in the Downtown which you feel are in need of renewal? If so, which areas?

AREAS IN NEED OF RENEWAL	NUMBER	PERCENT
Building and Vacant Land Adjacent to Red Rooster	42	15.9
Vacant Properties in General	34	12.9
Loblick Block (Between Pop Shoppe and W.K. Motors)	29	11.0
Pop Shoppe Building	28	10.6
Spence Holmes Property (North-East Corner of 51st Street and 50th Ave)	20	7.6
B.J.'s Bottle Depot	14	5.3
Canadian National Railway Property	13	4.9
Town Maintenance Yard	9	3.4
Side Streets connecting to 50th Avenue	9	3.4
Centennial Park	8	3.0
Downtown in General	8	3.0
Old Buildings in General	7	2.6
Gibbons Hotel	6	2.3
Highway Entrance at 28	3	1.1
Old Building Behind McLean Bros.	3	1.1
Highway Entrance at 28A	2	0.8
Super A Mall	2	0.8
Royal Bank Plaza	1	0.4
McLean Brothers General Merchants	1	0.4
Texaco Service Station	1	0.4
Gulf Service Station Yard	1	0.4
Church Parking Lots	1	0.4
Vacant Buildings	1	0.4
Other	21	7.9
TOTAL	264	100.0

The response rate to this question is 70.16%. This takes into account 54 respondents who did not attempt to answer the question.

Each respondent was given the opportunity to list up to three areas in need of renewal. A total of 264 out of a possible 543 responses were recorded by 127 respondents.

The 'Other' category included additional areas of renewal such as the firehall, trailer court, brush areas in Tyre Park, community hall, hair centre, road repair, library, more attention to building setbacks - looking for uniformity and the addition of more flowers and shrubs in the Downtown Area.

Question 7: Are there buildings in the Downtown which are of historical or architectural interest and should be retained? If so, please identify.

BUILDINGS OF HISTORICAL SIGNIFICANCE	NUMBER	FREQUENCY
McLean Brothers General Merchants	99	49.7
Emmanuel Anglican Church	34	17.1
Pop Shoppe Building	31	15.6
Gibbons' Homestead (Museum)	3	1.5
Community Hall	2	1.0
Loblick Block (Between Pop Shoppe and W.K. Motors)	1	0.5
Churches in General	1	0.5
Old Bridge (at Hwy. 28 entrance)	1	0.5
River Valley	1	0.5
Library, Firehall	1	0.5
Grain Elevators	1	0.5
No Buildings of Historical Significance	19	9.5
Other	5	2.5
TOTAL	199	100.0

There was a 72.4% response rate to this question taking into account 50 respondents who did not wish to answer the question.

The 'Other' category in this case included the hair salon at the corner of 49th Street and 50th Avenue, and Centennial Park.

Question 8: Are there particular social, cultural or recreational facilities that you would like to see in the Downtown?

FACILITIES	NUMBER	PERCENT
Swimming Pool	90	27.1
Bowling Alley	77	23.2
Cinema	59	17.8
Passive Park Areas (Flowers, Benches, Walkways, Seating Areas along 50th Avenue)	34	10.2
Parks	16	4.8
Drop-In Centre for Teens	15	4.5
Recreation Facility (Racquetball, Pool, Wading Pool, Fitness Centre, etc.)	11	3.3
Pool Hall	3	0.9
Supervised Playground Recreation	2	0.6
Enlarge the Library	2	0.6
Recreation Vehicle Parking and Dump Facilities	2	0.6
New Town Office	2	0.6
Mini Golf	2	0.6
Restaurants with More Atmosphere	2	0.6
Pre-School Play Centre	1	0.3
Theatre With Stage	1	0.3
Dance School	1	0.3
Sheltered Outdoor Skating Areas	1	0.3
Golf Driving Range	1	0.3
Campground	1	0.3
No Additional Facilities Required	2	0.6
Other	9	2.7
TOTAL	332	100.0

Thirty two (32) respondents did not attempt to answer any part of this question providing a response rate of 82.3%.

The 'Other' category included the placement of flower boxes and garbage cans along 50th Avenue, a roller skating arena and one respondent who stated that it would be nice to have many new facilities but that the Town would have to be selective so that there wouldn't be an added tax burden.

Two respondents felt that no new facilities were required at this time.

Question 9 (a): Are you satisfied with the roadway system to the Downtown?

SATISFACTION LEVEL	NUMBER	FREQUENCY
Very Satisfied	24	13.3
Satisfied	130	71.8
Dissatisfied	16	8.8
Very Dissatisfied	7	3.9
No Response	4	2.2
TOTAL	181	100.0

Question 9 (b): Are you satisfied with the roadway system within the Downtown?

SATISFACTION LEVEL	NUMBER	FREQUENCY
Very Satisfied	20	11.0
Satisfied	128	70.7
Dissatisfied	24	13.3
Very Dissatisfied	3	1.7
No Response	6	3.3
TOTAL	181	100.0

Question 10 (a): What specific improvements would you suggest?

SPECIFIC ROADWAY IMPROVEMENT	NUMBER	FREQUENCY
Re-evaluate the Existing Parking Scheme (angle parking, one way system in parking lots)	42	28.6
Road Maintenance, Paving Program	16	10.9
Fix Potholes	11	7.5
Lane Markings	8	5.4
Smooth Out Bumpy Pavement on 50th Avenue	8	5.4
Improve Highway Approaches (Appearance, Number)	7	4.7
Additional Parking	7	4.7
Pave Road and Bridge at West Entrance to Town	6	4.1
Better and Faster Snow Removal	4	2.7

Question 10 (a) continued

SPECIFIC ROADWAY IMPROVEMENT	NUMBER	FREQUENCY
Adequate, no improvements needed	4	2.7
Prevent Large Trucks from Parking on 50th Avenue	3	2.0
New Bridge Alignment at 50th Avenue Over River	3	2.0
Crosswalks	2	1.4
Provide Parking Areas at Rear of Retail Complexes	2	1.4
More Parking Lots - Remove Street Parking	2	1.4
Pave Road in Mobile Home Park	2	1.4
Traffic Lights	2	1.4
Sand at Intersections in Winter	1	0.7
Paint Curb and Crosswalks	1	0.7
Additional Angle Parking on North Side of 50th Avenue	1	0.7
Four Way Stop at Key Intersections	1	0.7
Boulevard Landscaping	1	0.7
Directional Signs	1	0.7
Adequate	4	2.7
Other	8	5.4
TOTAL	147	100.0

The response rate to this question is 61.3% with a total of 70 respondents not attempting to answer the question.

The 'Other' category includes repairs to sidewalks leading to the downtown, paving of the curling rink/arena parking lot, general cleanup and killing weeds in vacant lots.

Question 10 (b): How can pedestrian movement in the Downtown be improved?

IMPROVEMENTS TO PEDESTRIAN MOVEMENT	NUMBER	FREQUENCY
Crosswalks and Lights	52	52.0
Repair Sidewalks	11	11.0
50th Avenue too wide	5	5.0
Prune Trees Where They Encroach on Public Sidewalks	2	2.0

Question 10 (b) continued

IMPROVEMENTS TO PEDESTRIAN MOVEMENT	NUMBER	FREQUENCY
Drop Curbs at Corners to Provide for Strollers, Wheelchairs, Carts, etc.	2	2.0
Shade Trees	2	2.0
Angle Parking Obstructs View of the Pedestrian too!	2	2.0
Reduce Speed Limits in Playground Areas	1	1.0
Second Entrance from Highway to Reduce Traffic along 47 Street	1	1.0
Traffic Light at Highway 28A Entrance	1	1.0
Sweep Streets and Sidwalks	1	1.0
Improve Highway Approaches	1	1.0
Post Speed Limit Signs on 50th Avenue	1	1.0
Traffic Lights at Key Intersections	1	1.0
Satisfactory	12	12.0
Other	5	5.0
TOTAL	100	100.0

This question was not well answered with a response rate of 49.2%, calculated on a total of 92 respondents who did not attempt to answer the question.

The 'Other' category included the need to re-evaluate the parking of large trucks on 50th Avenue, while two respondents requested that a paved walkway be constructed from Williams Park to downtown.

Question 11 (a): Is there enough parking in the Downtown?

SUFFICIENT PARKING	NUMBER	FREQUENCY
Yes	142	78.5
No	34	18.8
No Response	5	2.8
TOTAL	181	100.0

Question 11 (b): Are there any areas in the downtown where additional parking is required?

AREAS REQUIRING MORE PARKING	NUMBER	FREQUENCY
Yes	52	28.7
No	107	59.1
No Response	22	12.2
TOTAL	181	100.0

ADDITIONAL PARKING REQUIRED	NUMBER	FREQUENCY
Super A Plaza	22	30.1
Royal Bank Plaza	17	23.3
Community Hall	7	9.6
Provide Truck Parking	2	2.7
Credit Union Plaza	1	1.4
Gibbons' Hotel	1	1.4
Provide Staff Parking	1	1.4
Not A Problem	2	2.7
Other	20	27.4
TOTAL	73	100.0

The response rate of 31.5 percent is very low. Fifty-seven (57) respondents provided 73 responses. Out of a possible 362 responses (each respondent was given the opportunity to list up to two areas of the downtown where additional parking is required) only 73 were obtained.

The 'Other' category provided a total of 20 additional areas where it was perceived that more parking is required. These are shown as follows:

ADDITIONAL PARKING REQUIRED	NUMBER
Post Office	8
Red Rooster	5
Throughout the Downtown	4
Gibbons School	2
Ball Diamond off of 53 Avenue	1
TOTAL	20

Question 12: What parking improvements are needed, if any?

PARKING IMPROVEMENTS	NUMBER	FREQUENCY
Remove Angle Parking from 50th Avenue - Obstructs View of Road	34	36.2
Additional Parking	10	10.6
Provide Areas for Truck Parking Other than 50th Avenue	10	10.6
Additional Parking at Royal Bank Plaza	6	6.4
Additional Parking at Super A Plaza	6	6.4
Additional Parking at the Post Office	3	3.2
Evaluate One-Way System at Royal Bank Plaza	3	3.2
Additional Parking at Community Hall	2	2.1
Paint Lane Markings for Parking Stalls	2	2.1
More Angle Parking	2	2.1
Develop Vacant Lot Adjacent to the Anglican Church for Parking	1	1.1
Limit Parking in Some Areas	1	1.1
Remove Street Parking	1	1.1
Larger Parking Spaces	1	1.1
Provide Staff Parking at Rear of Buildings	1	1.1
Safer Drop-Off Area in front of Gibbons' School	1	1.1
Unsafe Parking at the Gibbons Hotel	1	1.1
No Improvements Required	9	9.6
Other	0	0.0
TOTAL	94	100.0

Response rate of 43.6%, with 102 respondents not attempting to answer the question.

Question 13: Where do you make most of the following purchases?

GOOD OR SERVICE	GIBBONS	EDMONTON	FORT SASKATCHEWAN	OTHER	NO RESPONSE
Groceries	16.0	66.9	12.2	1.7	3.3
Drugs	65.7	24.3	5.5	1.1	3.3
Clothing and Shoes	0.0	90.6	5.0	1.1	3.3
Hardware	19.9	50.3	24.3	1.1	4.4
Furniture	0.0	92.3	0.6	1.7	5.5
Major Appliances	0.6	93.4	0.6	0.6	5.0
Car or Truck Purchase	0.0	80.1	3.9	9.4	6.6
Car or Truck Service	41.4	41.4	1.7	11.0	4.4
Gasoline	85.1	9.9	0.0	1.1	3.9
Barber or Beauty Shop	50.8	34.3	2.2	7.2	5.5
Drycleaning and Laundry	59.1	22.1	2.8	6.6	9.4
Medical Doctor	30.9	39.2	24.9	1.7	3.3
Dentist	54.1	26.0	13.3	0.6	6.1
Restaurant	28.7	58.0	1.7	4.4	7.2
Library	56.4	13.3	2.8	2.2	25.4
Bank	74.6	21.0	1.7	0.6	2.2
Insurance	44.2	39.8	6.1	7.7	2.2

Question 14: Please rate the Downtown with regard to the following business characteristics.

	PERCENTAGE			
BUSINESS CHARACTERISTIC	GOOD	FAIR	POOR	NO RESPONSE
Variety of Goods Offered	14.9	45.3	37.6	2.2
Quality of Goods Offered	36.5	50.3	9.9	3.3
Competitive Pricing	8.3	33.1	55.2	3.3
Length of Store Hours	65.7	25.4	7.2	1.7
Quality of Sales Staff	55.2	35.4	7.7	1.7
Advertising	32.6	48.1	14.9	4.4
Special Sales Events	22.7	43.6	27.1	6.6

Five respondents made additional comments which included the lack of local support shown to the downtown businesses and that the quantity of goods is sometimes lacking. Three of the five reported that the variety etc was "good for a small town".

Question 15: What other types of goods and services, not presently available, do you think are needed in the Downtown?

GOODS AND SERVICES	NUMBER	FREQUENCY
Clothing Store	39	16.7
Hardware/Building Supplies	30	12.9
Department Store	23	9.9
Chain Grocery Store	17	7.3
Restaurant/Lounge	17	7.3
Shoe Store	12	5.1
Recreation Centre/Youth Centre	10	4.3
Laundromat	6	2.6
Sporting Goods	5	2.1
Swimming Pool	5	2.1
Cinema	4	1.7
Specialized Boutiques	4	1.7
Furniture	3	1.3
Meat Market	3	1.3
Bank with Instant Teller	3	1.3
Car Wash	3	1.3
Shoe Repair	3	1.3
Police Department	3	1.3
Men's Store	2	0.8
Fast Food Outlet	2	0.8
Bowling Alley	2	0.8
Female Physician	2	0.8
Bus/LRT to Edmonton	2	0.8
Truck Stop	2	0.8
24 Hour Convenience Store	1	0.4
Glass Shop	1	0.4
Car Dealership	1	0.4
Arcade	1	0.4
Bookstore	1	0.4
More Retail Space to Lease	1	0.4
Expand Library Facility	1	0.4
Tailor	1	0.4
Fitness Club	1	0.4
Automotive Parts	1	0.4
Pre-School Play Centre	1	0.4
Barber	1	0.4
Recreational Vehicle Dump Station	1	0.4
Motel on Highway	1	0.4
No Additional Goods or Services Required	5	2.1
Other	12	5.1
TOTAL	233	100.0

The response rate to this question is 64.0% based on 65 respondents who did not attempt to answer the question.

The 'other' category included the following comments: more stock on shelves, more medical services, a second hand store, music shop, appliance repair, and a fabric centre.

Question 16: What should the Town of Gibbons do to support the Downtown?

TOWN SUPPORT	NUMBER	FREQUENCY
Actively Promote the Downtown	20	14.2
Tax Breaks	16	11.3
Beautify Downtown	15	10.6
Incentives for New Business	15	10.6
Provide Incentives for Businesses to Improve	8	5.7
Provide Activities for Teens	5	3.5
Maintain Vacant Lots	3	2.1
Upgrade Roadways and Sidewalks	3	2.1
Provide Police Protection	3	2.1
Fund Raisers for Downtown Improvements	2	1.4
Hold Contests Between Businesses to Improve Building Exteriors	2	1.4
Road Repair Program	2	1.4
New Image for Downtown	2	1.4
Create More Job Opportunities	1	0.7
Town Newsletter	1	0.7
Put More Money Into the Downtown Rather than the Industrial Park	1	0.7
Investigate Provincial Grants Available	1	0.7
Cut Back on the Number of Home Occupations Allowed	1	0.7
Investigate What Similar Towns are Doing in the Way of Revitalization	1	0.7
Bring Industry Into the Downtown Area	1	0.7
Finance a Mall for Retail Stores	1	0.7
Maintain a 'Small Town' Atmosphere	1	0.7
Doing a Good Job	5	3.5
Other	31	22.0
TOTAL	141	100.0

Response rate to this question is 78% taking into account the 82 respondents who did not answer the question.

The 'other' category in this instance included a variety of responses which are listed below:

supervised play areas
swimming pool
mini golf

nothing - allow free enterprise to prevail
more frequent street cleaning
economic development
maintain equipment in playgrounds
license more permanent business ventures not 'fly by nights'
special events - theme days
attract industry
enlarge the library
increase business taxes
activities directed towards senior citizens
stricter by-law enforcement (weeds, dogs)

Question 17: What should the Provincial Government and its agencies do to support the Downtown?

GOVERNMENT SUPPORT	NUMBER	FREQUENCY
New Business Incentives	20	16.3
Provide Grants for Beautification	18	14.6
Recreation Facility/Youth Centre	15	12.2
Make Small Business Loans More Available	10	8.1
Subsidize Businesses	10	8.1
Industrial Incentives	6	4.9
Waive Taxes for a Specified Period	5	4.1
Provide More Information on Available Grants	4	3.2
Build New Bridge Over River Valley	4	3.2
Job Creation	3	2.4
Develop River Valley (Provincial Park; Toboggan; Skiing; Sleds)	3	2.4
Funding to Promote Local Municipalities	3	2.4
Improve Entrances to the Town	2	1.6
Provide Policing	2	1.6
Business Referral Service	2	1.6
Awards for Businesses Showing Improvements to Exterior Appearance	2	1.6
Award Province-Wide for Most Beautiful Town	1	0.8
Provide a Second Entrance from Highway 28A	1	0.8
Twin Highway 28A	1	0.8
Signs at Entrance to Town Showing Services Available	1	0.8
Establish Government Sub Offices for Youth Employment, Social Services etc.	1	0.8
Red Flashing Light on Stop Sign at Junction of 50th Avenue and 51st Street	1	0.8
Tourist Information with Washrooms and Picnic Area	1	0.8
Other	7	5.7
TOTAL	123	100.0

Response rate to this question is 50.8% based on 92 respondents who did not answer the question.

Question 18(a): If you had the opportunity, would you open a business in Gibbons?

OPEN A BUSINESS	NUMBER	FREQUENCY
Yes	83	45.9
No	94	51.9
No Response	4	2.2
TOTAL	181	100.0

Question 18(b): If no, why?

REASON FOR NOT OPENING A BUSINESS	NUMBER	FREQUENCY
Population Too Small	32	25.0
Close Proximity to Edmonton and Nearby Centres a Hindrance	29	22.6
Lack of Local Support	20	15.6
Not Interested	13	10.2
Taxes and Utilities High in Gibbons	11	8.6
Rent Too High	7	5.5
Downturn in the Economy	5	3.9
No Capital to Start With	4	3.1
Town Too Hard on New Endeavors	2	1.6
No Attraction to Locate Here	1	0.8
Too Much Vandalism	1	0.8
Basic Services Are Already Provided While Specialty Stores Have Proven to be Unprofitable	1	0.8
Other	2	1.6
TOTAL	128	100.0

The response rate to this question is 50.8% with 89 respondents not answering the question.

Question 18(c): What factors would influence you to change your mind?

INFLUENCING FACTORS	NUMBER	FREQUENCY
Increase in Population	21	20.4
Economic Boom	11	10.7
Location of More Stable Industries Here	11	10.7
Lower Taxes and Utilities	8	7.8
Lower Rent	7	6.8
Encourage Local Buying	7	6.8
Government Support	6	5.8
Fewer Financial Risks	5	4.8
No Factors Would Change Mind	4	3.9
Not Interested	4	3.9
Move Toward Businesses Working Together	3	2.9
Local Police Protection	2	1.9
Greater Variety of Businesses to Attract Shoppers	2	1.9
Changes to Town Administration Practices	2	1.9
Intensive Advertising	1	1.0
Revitalized Downtown	1	1.0
Acceptance of Change	1	1.0
Improved Water Quality	1	1.0
Availability of Suitable Floor Space (appearance and size important)	1	1.0
Other	5	4.8
TOTAL	103	100.0

One Hundred and nine (109) respondents did not answer this question giving a response rate of 40.0%

Question 19: As a member of the household, are you the:

RESPONDENT IDENTITY	NUMBER	FREQUENCY
Husband	81	44.7
Wife	88	48.6
Dependent Child Over 18	0	0.0
Single/Living Alone	11	6.1
No Response	1	0.5
TOTAL	181	100.0

ADDITIONAL COMMENTS AND SUGGESTIONS

A total of 78 respondents provided a wide variety of comments pertaining to both the Downtown and Gibbons in general. These responses have not been edited and therefore represent their true feelings.

1. This questionnaire is a step in the right direction. An improved downtown will benefit all residents.

2. I would like to know how much money is being wasted on the industrial park that could go towards improving the existing area downtown.

3. Lower taxes; better upkeep in alleys.

4. River park and swimming pool. Build the pool adjacent to the River and use a small pump to keep it full, with excess running back to the river.

5. More people would shop here if it were not cheaper to drive to Fort or Edmonton for the same thing.

6. We moved to Gibbons with the intention of making it our lifetime home. We would be pleased to be able to watch and grow with Gibbons.

7. Don't waste $50 for a questionnaire. If people don't answer without it they may not be supporting the Town anyway. (But if I win, I'll use it).

8. Cost of living is becoming extremely high. Town Planners should consider funding prior to adopting new ventures, ie. the industrial park.

9. Taxes are too high, lower taxes to compare with prices of houses. Then people will buy here and shop here. A 48,000 house is not worth 1200 a year when no service is provided.

10. Let people in town have first chance at buying an industrial lot and why hasn't any development been done there if buildings lower taxes, ie. roll back wages in administration department and more people might move there.

11. We definitely need businesses which cater to activities which can be participated in by members of the total community.

12. As a retired senior, I think this little town is great, there are lots of things going on here if people would just get out and do them and take part.

13. The vacant lots in Gibbons should be kept up and cut. More landscaping, trees and flowers downtown by hotel and Gibbons sign on the highway entering the Town.

14. User fees should not be charged to non-profit community groups such as Girl Guides, Ukrainian Dancing, etc.

15. The shopping we do in Gibbons is mostly for convenience and necessity. Due to a close proximity to Edmonton, we feel prices and selection are better there so we do our major shopping in the city.

16. Remember what we are: A small community. Let us live that way. Forget about your big ideas, especially the ones that cost a lot of money. Anyone that wants that kind of a service can find it in Edmonton. We live here for what it is.

17. Village office should look at vacant lots needing maintenance, clean them, and add the costs to the property tax bill.

18. Encouragement would have been given to traders to come downtown with retail outlets rather than harder to sell industrial park lots which are still not filled and on which money has been expended without returns to date.

19. Because of the size of Gibbons, I have concluded all businesses and location for improvements do not have to be in the Downtown.

20. Gibbons is a clean, quiet and friendly environment with numerous parks and new housing - should be advertised as a marvellous place to live for your families and retirees.

21. This could be a very nice place with a little more plants and trees downtown. I tip may hat to our Fire Department. It is the best of a lot of towns in Alberta.

22. If the town had a little more to offer in the line of services and entertainment, more people would spend their money in Gibbons and not Edmonton. There is nothing for children to do in Gibbons. If Gibbons had a shopping centre or more facilities there would be more chance of employment in the town for homemakers and young people.

23. Gibbons needs something for the 12-16 year age group to be involved in, so we can get them off of the streets and out of trouble.

24. Additional laundry hours. Drop in centre for teenagers instead of hanging around in stores. Additional library house.

25. Police presence could be more frequent than now. Enforcement of speed limits. Clean up of vacant lots.

26. Clean up weeds in parks and vacant lots. Repair sidewalks at 47 Street. Keep heavy trucks out of town. Crack down on speeders on 47 Street - Railway Street to Main Street.

27. Would like to see more trees planted in Williams Park north of town.

28. Some kind of entertainment is needed for the children and teenagers of this town to prevent wandering of streets and hang-outs (Red Rooster).

29. Since when do we have to belong to a tennis club. If taxes go for tennis courts. Are they paying extra for specific time. What if I can only play at the times they have reserved. That is a community tennis court. Garbage to reserving it. Also - what are the dog rules. I don't care to clean my yard all the time.

30. I feel the children of this town should have a swimming pool - especially in the summer as there is nothing for the average child to do.

31. On my comments of grants I would like to see grants go to the businesses in Town to up their buildings and to bigger their business places. From the Red Rooster west, this town looks like its been in the war.

32. This survey was a very good idea. It is encouraging to see the interest of the Council in improving the Town.

33. I would do more local shopping if there was larger competition and selection of merchants and merchandise.

34. I use Gibbons for smaller purchases. I shop at large stores for groceries/hardware. However, I don't think a large store would sell enough volume to survive in this town.

35. I think we should make this town something that we can be proud to call home. Its nice now but it can be better, eg. there is a mess by the railroad tracks. It could look very nice if cleaned up.

36. Services such as physicians, dentists, vet, banks are very good in Gibbons and of good quality. I would like to see a female physician locate here.

37. I think that this town has all the essential services required (doctor, lawyer, dentist, emergency response team) and has the appropriate number of convenience stores for a town of its population.

38. Children in Gibbons need recreational facilities. The trades people catching Diversified Buses to Fort McMurray have no depot facilities. We need a multi-plex for community dances, weddings, etc. Spend Gibbons' profits to make Gibbons "more" profits.

39. The most important thing we need in Town is in-house police protection for the vandalism and various activities taking place that would be discouraged with adequate patrolling.

40. Current recreational programs offered by the County are not well organized. Gibbons needs a swimming pool and other recreational facilities not run by the County.

41. A report on these surveys and action or results.

42. What happened to the River Valley Development? Walking and biking trails would be great. Develop the Athabasca Trail for walks and hikes.

43. I think a swimming pool and recreational facility would be a boon to Gibbons. I would like to see skating supported by the Town at the indoor arena, instead of supporting only hockey.

44. For a small town, Gibbons is well represented business-wise. The community has to be able to support existing business and any potential enterprise, therefore limiting what else can come eventhough we would like to see more.

45. I wouldn't want to see a "mass influx" of business and services - we moved here because it is a small quiet town yet it is also close enough to a large centre for the goods we need. It would have been helpful to have outlined what area you were specifically talking about for the boundary of the Downtown survey.

46. What is really required is a pool or other activity for kids. And better information about what is available for them.

47. We think law enforcement would be a major factor in the improvement to the downtown. Hot rodding, vandalism, jaywalking and parking violations all deter us from using the downtown more.

48. Good place to live, but I wish a detachment of the R.C.M.P. could be closer than Morinville.

49. Monitor dust residue from the grain elevators and seed cleaning plants. Encourage competitive food prices. Better policing. Overall the downtown area is well maintained.

50. Large trucks should be allowed to park near their place of residence - there are too many break-ins occuring on Main Street.

51. We should try to strive to cut down on the taxes. There have been too many run-a-ways with spending by the Town Office that need to be checked. That is what has helped to drive people out of town.

52. Would like to see empty lots cleaned up and the grass cut.

53. As long as Gibbons is a bedroom community with a lack of local employment the people will shop nearer to where they work. I think Calgary Planning Commission would be able to help more than Edmonton.

54. Vacant lots should be rid of old cars and junk. Thistles and weeds are bad in many areas of Town.

55. The east end of 50th Avenue has a good set up for businesses and parking. When developing other lots it should be done in a similar manner, not like the bottle depot where the building is too close to the street. As older buildings are replaced have them set back. The park across the street from the fire hall (Centennial Park) could stand improving.

56. The library should be expanded.

57. I like Gibbons as it is. I feel that it is too close to Edmonton to make big changes.

58. The general attitude of the Town is poor. If you haven't lived here for 25 years or are not a sports fanatic or an alcoholic you just don't exist. The whole town is a drag because there is nothing to do. Also, get rid of all the newspapers I get in my mail. If I want a paper, I'll buy one. If they can't survive on subscriptions then they should close the paper down. I hate paying for something I don't want, whatever the cost. And judging by the papers in the garbage at the post office - I'm not alone.

59. Stronger enforcement of the by-laws would be a great improvement to living in this community, eg. garbage, weeds, unkept empty lots, dogs, parking, snow removal, unauthorized vehicles of all sorts.

60. Gibbons is a good Town but we need another grocery store for competition and a better hardware store.

61. When pondering where and how the dollars are to be spent please remember there are many of us who do not commute and spend 95% of our time in and around the streets of Gibbons - particularly in the downtown area. A pleasant attractive area would give us such a psychological boost. I would like to be able to drive company onto Main Street and have them exclaim "What a beautiful little Town".

62. Private hardwares never made it, now Marshall Wells is all we need. Our Super A is just filled with everything. Our banks and credit union etc. adequate too. Now our only urgent need is a coin laundry. Lots of us can't always manage, we had to rely on it. The other one was never cleaned and there was no one there ever. Kids vandalized it. I think someone there would have kept things right. He was a foolish person to have a coin laundry.

63. As far as I know we have no Uncles at Large or home helpers like Fort Saskatchewan has. We could use some. Swings in the Lions Park playground need attention. May need mosquito control next year. Have we ever had it before?

64. We feel there would be less congestion downtown if all roads from the south part of Gibbons didn't lead through downtown.

65. Some of the businesses feel that they are doing the customer a favour, while I feel the customer is the important one doing the favour. Sometimes there is too much grumbling and not enough effort.

66. Put no dog signs up in all the parks. Parks are for children. If they get caught with a dog in the park, charge them. Make a dog by-law in Town. Edmonton has one.

67. Repair back alleys for better water drainage, especially behind the liquor store, and bakery to the highway.

68. I would like to see more done to make the Town more attractive. Weeds and grass cut, old sheds torn down and removed. Plant trees to buffer the trailer court from the highway.

69. I deplore the condition of our back alleys and vacant lots. Nothing but weeds and garbage. Each owner should be responsible for their own.

70. Gibbons needs something for teenagers to get involved in. This would reduce vandalism. The main thing lacking is an alternative to sports. There just isn't anything else.

71. Develop a cultural theme to tie all the businesses together which would attract population, industry and passing tourists. Utilize the River Valley more.

72. Put trees, plants or flowers in the downtown area along with nice benches. Clean up Lions Park.

73. Improve the drinking water. Spray for mosquitoes in summer, and keep pets under control especially the big dogs.

74. A back alley along Highway 28A in Williams Park would help with the problem of on-street parking.

75. I would like to see police patrol the streets and better snow removal in winter.

76. Gibbons definitely needs more recreation facilities which could include a pool, bowling alley, theatre. More parks kept in better condition would be most appreciated. They need sand, flowers, and to be kept clean. Add a few bike trails in Town. We especially need more shopping facilities.

77. Are property taxes lower when grounds are neglected?

78. Is it necessary for the Town to own a new, apparently expensive grader which is seldom on the road? Could we perhaps gear any new social and recreational activities to the younger people so they don't spend all their time at the Red Rooster.

4.6 Copy of Questionnaire

FOR OFFICE USE ONLY

GIBBONS DOWNTOWN PLAN COMMUNITY SURVEY

___ 1 ___ 2 ___ 3 1 4

THE FOLLOWING QUESTIONS RELATE TO THE CHARACTERISTICS OF PEOPLE LIVING IN GIBBONS.

1. How long have you lived in Gibbons? (Please check one)

___ 5

(a) less than one year ( )
(b) 1 to less than 2 years ( )
(c) 2 to less than 5 years ( )
(d) 5 to less than 10 years ( )
(e) 10 or more years ( )

2. (a) How many people in this household are employed full-time?

___ 6

Number of people ______________

___ 7

(b) How many people work in:

___ 8

___ 9

1. Gibbons _____
2. Fort Saskatchewan _____
3. Edmonton _____
4. Other (please specify below) _____

____

___ 10

___ 11 ___ 12

___ 13 ___ 14

3. (a) How many people in this household are employed part-time?

___ 15

Number of people ______________

(b) How many people work in:

___ 16

___ 17

1. Gibbons _____
2. Fort Saskatchewan _____
3. Edmonton _____
4. Other (please specify below _____

____

___ 18

___ 19

___ 20 ___ 21

___ 22 ___ 23

THE FOLLOWING QUESTIONS RELATE TO DOWNTOWN IMPROVEMENTS.

FOR OFFICE USE ONLY

4. Please rank the three most important factors that should be considered for the improvement of Downtown Gibbons. (Put a '1' next to the first most important, '2' next to the second most important, and '3' next to the third most important.)

RANK

(a) General Appearance ____
(b) Street Furnishings/Landscaping ____ ___ 24
(c) Open Space ____
(d) Historical Preservation ____ ___ 25
(e) Businesses working together ____
(f) Merchandising and Promotion of Downtown ____ ___ 26
(g) Greater variety of businesses ____
(h) Other (Please specify below) ____

____ ___ 27

____ ___ 28

5. Please rate the overall exterior appearance of buildings in the Downtown. (Please check one) ___ 29

Excellent	Good	Fair	Poor
( )	( )	( )	( )

6. Are there areas in the Downtown which you feel are in need of renewal? If so, which areas? (List up to three areas below.)

(a) ____ ___ 30 ___ 31
(b) ____ ___ 32 ___ 33
(c) ____ ___ 34 ___ 35

7. Are there buildings in the Downtown which are of historical or architectural interest and should be retained? If so, please identify. (List up to three buildings below.)

(a) ____ ___ 36 ___ 37
(b) ____ ___ 38 ___ 39
(c) ____ ___ 40 ___ 41

8. Are there particular social, cultural or recreational facilities that you would like to see in the Downtown? (e.g. seating areas, parks, theatres, bowling alley, etc.). If so please list up to three facilities below.

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(a) ______________________________ ___ ___ 42 43

(b) ______________________________ ___ ___ 44 45

(c) ______________________________ ___ ___ 46 47

THE FOLLOWING QUESTIONS RELATE TO THE ROADWAY SYSTEM AND PARKING IN THE DOWNTOWN.

9. Are you satisfied with the roadway system?

(a) To the Downtown?

Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	
( )	( )	( )	( )	___ 48

(b) Within the Downtown?

Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	
( )	( )	( )	( )	___ 49

10. (a) What specific improvements would you suggest? (Please list up to two improvements)

(1) ____ ___ ___ 50 51

(2) ____ ___ ___ 52 53

(b) How can pedestrian movement in the Downtown be improved? (e.g. crosswalks at specific locations, sidewalks, walkways, etc) (Please list up to two improvements.)

(1) ____ ___ ___ 54 55

(2) ____ ___ ___ 56 57

11. (a) Is there enough parking in the Downtown?

Yes ( ) No ( ) ___ 58

(b) Are there any areas in the downtown where additional parking is required?

Yes ( ) No ( ) ___ 59

If so which areas? ______________________ ___ 60

______________________________ ___ 61

12. What parking improvements are needed, if any? (Please list up to two improvements below.)

(1) ____________________

(2) ____________________

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___ ___
62 63

___ ___
64 65

THE FOLLOWING QUESTIONS RELATE TO THE AVAILABILITY AND USE OF GOODS AND SERVICES, MERCHANDISING AND PROMOTION OF THE DOWNTOWN.

13. Where do you make most of the following purchases? (Please check one location for each good or service below.)

		Location			
	Goods or Services	In Town	Edmonton	Fort Saskatchewan	Other
(a)	Groceries	☐	☐	☐	☐
(b)	Drugs	☐	☐	☐	☐
(c)	Clothing and Shoes	☐	☐	☐	☐
(d)	Hardware	☐	☐	☐	☐
(e)	Furniture	☐	☐	☐	☐
(f)	Major Appliances	☐	☐	☐	☐
(g)	Car or Truck Purchase	☐	☐	☐	☐
(h)	Car or Truck Service	☐	☐	☐	☐
(i)	Gasoline	☐	☐	☐	☐
(j)	Barber or Beauty Shop	☐	☐	☐	☐
(k)	Drycleaning and Laundry	☐	☐	☐	☐
(l)	Medical Doctor	☐	☐	☐	☐
(m)	Dentist	☐	☐	☐	☐
(n)	Restaurant	☐	☐	☐	☐
(o)	Library	☐	☐	☐	☐
(p)	Bank	☐	☐	☐	☐
(q)	Insurance	☐	☐	☐	☐

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14. Please rate the Downtown with regard to the following business characteristics.

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	Good	Fair	Poor	
(a) Variety of goods offered	( )	( )	( )	___ 12
(b) Quality of goods offered	( )	( )	( )	___ 13
(c) Competitive pricing	( )	( )	( )	___ 14
(d) Length of store hours	( )	( )	( )	___ 15
(e) Quality of sales staff	( )	( )	( )	___ 16
(f) Advertising	( )	( )	( )	___ 17
(g) Special sales events	( )	( )	( )	___ 18
(h) Other comments ____________________				___ 19 ___ 20

15. What other types of goods and services, not presently available, do you think are needed in the Downtown? (Please list up to 3 goods or services below.)

(a) ______________________________ ___ 21 ___ 22

(b) ______________________________ ___ 23 ___ 24

(c) ______________________________ ___ 25 ___ 26

THE FOLLOWING QUESTIONS RELATE TO THE ACTIVITIES OF THE TOWN, THE PROVINCIAL GOVERNMENT AND THE PRIVATE SECTOR.

16. What should the Town of Gibbons do to support the Downtown? (Please list up to two activities below.)

(1) ______________________________ ___ 27 ___ 28

(2) ______________________________ ___ 29 ___ 30

17. What should the Provincial Government and its agencies do to support the Downtown? (Please list up to two activities below.)

(1) ______________________________ ___ 31 ___ 32

(2) ______________________________ ___ 33 ___ 34

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18. (a) If you had the opportunity, would you open a business in Gibbons?

Yes ( ) No ( ) ___ 35

(b) If no, why? (Please list up to two factors)

___ ___ 36 ___ 37

___ ___ 38 ___ 39

(c) What factors would influence you to change your mind? (Please list up to two factors)

___ ___ 40 ___ 41

___ ___ 42 ___ 43

___

19. As a member of this household, are you the: (check one)

(a) husband ( )
(b) wife ( ) ___ 44
(c) dependent child over 18 ( )
(d) other (please specify) ( )

___ ___ 45

ADDITIONAL COMMENTS AND SUGGESTIONS

___ ___ 46

___

___

___

THANK YOU FOR YOUR CO-OPERATION

Please remember to drop this questionnaire at the Town Office or return it by mail, using the business reply form on the back of this page, before August 22, 1986.

5.0 - Land Use

5.0 LAND USE

5.1 Existing Land Use

The Gibbons downtown area has evolved to its present form and function over the past seventy years. Numerous land uses, structures and activities reflect different patterns of development that have been influenced by changing ideas, attitudes and circumstances. See map 3, Existing Land Use, Page 73.

At present, the central part of the town is characterized by a mix of several different land uses and users, some of which are recognized as acceptable downtown activities while others are incompatible and should be encouraged to locate elsewhere.

In order to develop a comprehensive plan for the future, the present pattern of development needs to be examined closely. In order to do this the study area was divided into three smaller areas. These areas include 50th Avenue; the area to the north of 50th Avenue; the area to the south of 50th Avenue; and land uses that are peripheral to the study boundary. See Map 4, Downtown Areas, page 74.

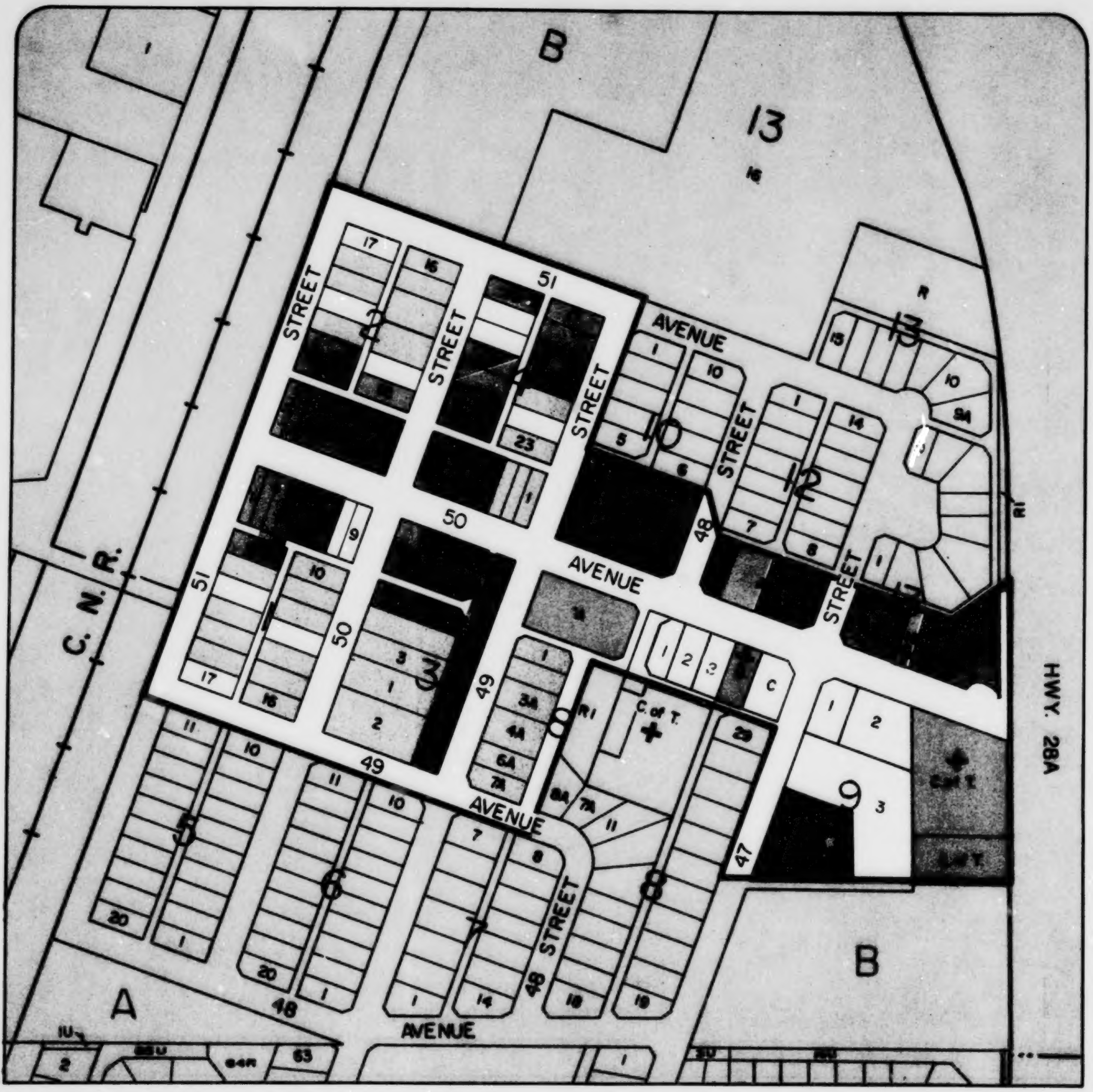
5.1.1 Fiftieth Avenue

Fiftieth Avenue contains the main commercial development of Gibbons' downtown. It is a broad roadway which traverses the length of the business district from the eastern entrance of the Town on Highway 28A to the Canadian National Railway right-of-way on the west. Because of its function and location within the downtown, this transportation artery has considerable influence on adjacent land uses and developments. The main street carriageway is 20.12 metres (66 feet) wide.

Pedestrian movement is provided along both sides of 50th Avenue by sidewalks. These public walkways are narrow, approximately 1.5 metres (5 feet), in relation to the width of the roadway. Though in good physical condition, they are not heavily used by the public.

Business and commercial land use along 50th Avenue is quite diverse and provides many of the services required in the community. Of particular significance is the presence of three long, narrow strip developments, each of which accommodates a number of different business activities.

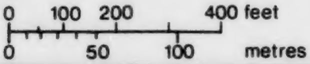
Two of these strip developments are located on the north side of 50th Avenue, one between Highway 28A and 47th Street, the other between 47th Street and 48th Street. The former building contains the Credit Union, day care, Pentecostal Church, restaurant and bakery. The liquor store constructed later that year and in a somewhat different style, is located adjacent to the west end of the main building and is considered part of the mall. There are also a number of vacant units in this mall.

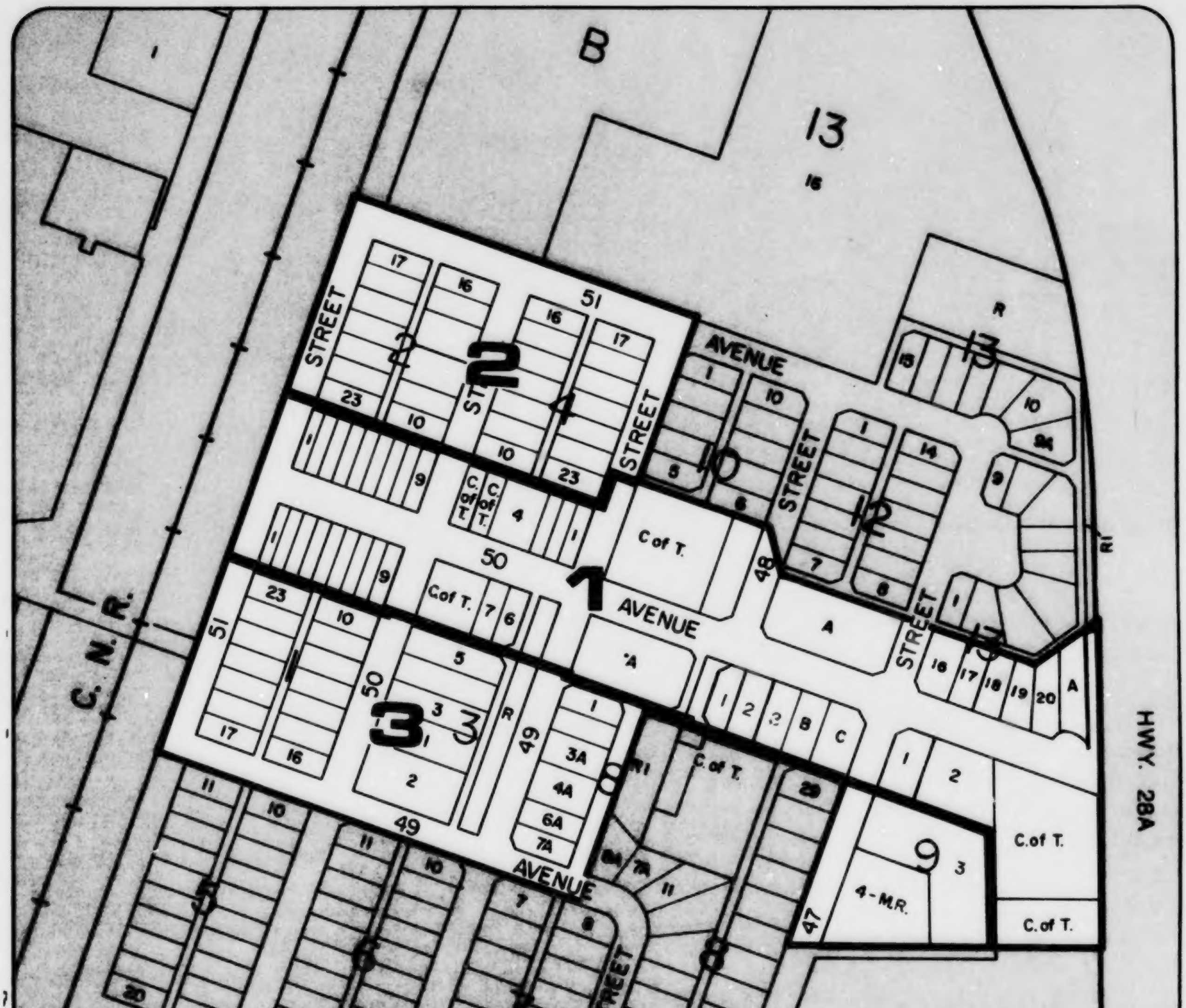


Map 3 : EXISTING LAND USE

▨ Residential
■ Semi-Public
☐ Vacant Land
■ Commercial
■ Open Space
✚ Church

Edmonton Metropolitan
Regional Planning
Commission





Map 4: DOWNTOWN SUB-AREAS

Sub-area **1** Fiftieth Avenue

Sub-area **2** North Business Area

Sub-area **3** South Business Area

Edmonton Metropolitan
Regional Planning
Commission

The second strip development, situated between 47th Street and 48th Street, extends the length of the entire block. It also houses a number of different businesses; The Royal Bank, the Town of Gibbons administrative offices, Gibbons IDA Drugstore, Gibbons Insurance, The Stitchery, Medical Centre and Knott Insurance Ltd. which provides office space for two independent insurance companies and an accountant.

The third strip development is located on the south side of 50th Avenue in the central part of the downtown between 48th Street and 49th Street. Located here are a restaurant, arcade, grocery store, video and hardware store.

Constructed in the late 1970s, each development is set back substantially from the street in order to provide on-site automobile parking for its patrons. These parking lots encompass approximately fifty percent of the sites and are directly adjacent to the public walkways.

In addition to the strip developments, numerous individual commercial establishments are located along 50th Avenue. These are concentrated in the older part of town west of 49th Street. With the exception of the Gibbons Hotel and the Gulf Service Station, buildings abut the sidewalk and include the Hair Centre, McLean Brothers Merchants, and the Pop Shoppe. The hotel is a newer structure with a large setback to accommodate front parking, while the service station is located back from the sidewalk in order to provide adequate space for gasoline pump operation.

Other individual commercial enterprises include the Red Rooster, AGT building and Gulf Service Department. All are located on the north side of 50th Avenue east of 49th Street.

Semi-public land uses bordering 50th Avenue include two churches, the town's public works yard and the library/fire hall building. Emmanuel Anglican Church is a small country-style church located in the southwest corner of 50th Avenue and Highway 28A. It was constructed in Battenburg in 1902 and moved to its present site in 1935. The church building is located well back from 50th Avenue and due to its relatively small size, has an abundance of open land surrounding it. A portion of this space accommodates a church cemetery.

The Gibbons United Church is also located on the south side of 50th Avenue. This recently renovated structure is approximately one block west of the Anglican Church and occupies a narrow lot.

The only designated open space fronting on 50th Avenue is Centennial Park, located directly west of the library and firehall. This elongated piece of land extends south into the residential area. There are numerous parcels of vacant land along the length of 50th Avenue. At present many of these areas are being utilized as informal parking areas by automobiles, as well as by large trucks. Other vacant lots are covered by grasses and/or other hardy vegetation.

One single family dwelling and adjacent garage occupy the northwest corner of 50th Avenue and 49th Street. This represents the only residential structure along 50th Avenue, and houses the offices of a transportation firm.

5.1.2 North Business Area

The northern part of the business district may be defined as that area to the north of 50th Avenue that is bounded on the east by 49th Street and on the west by 51st Street. Notwithstanding the compact shape of these two square blocks, the existing land use in this area is quite diverse.

Although there are a number of more recent structures, this part of the downtown dates back to the early years of the Gibbons'settlement. This former residential neighbourhood has lost much of its residential character as the demand for land for other purposes has increased. Many of the older homes have been removed and replaced and a number of lots remain vacant. Some of the residences have been renovated to accommodate other uses.

The remaining concentration of residential land use in this part of the downtown can be found in Block 2, between 50th Street and 51st Street. Over one half of the land is presently being utilized for residential purposes. It should be noted that lots 12B and 13B, in Block 2, contain two relatively new homes which were constructed in 1966 and 1975, respectively. In addition to three vacant lots, other land uses include the Texaco Service Station and Car Wash and the Gibbons Community Hall.

The land use in Block 4 of the north business area is less homogeneous than that found to the west. This indicates a greater degree of success in the transformation of the area into other uses. Only two homes and three vacant lots remain here. The Royal Canadian Legion and Cairn, Donco Refridgeration, Gibbons Flowers and Drycleaning, Easy Video, Medical Clinic, Law Office, Dental Clinic and Post Office are also found in this block.

5.1.3 South Business Area

The existing land use in the south business area is quite different from that found in other parts of the downtown. This is primarily a residential neighbourhood which has not yet experienced infiltration by other types of land uses. Although the existence of a few vacant lots and the older age of many of the homes foreshadows land use changes in the long term, this district has not reached the transition development stage being experienced north of 50th Avenue.

Acting as residential anchors in this area are Block 8 which, facing Centennial Park has twenty year old homes, while Lot 1 Block 3 contains a three story walk-up apartment building constructed in 1980.

Commercial development south of 50th Avenue is limited to the Sears Catalogue Office and J Bar Realty both located in a converted house on Lot 5 Block 3. Expansion of Lot 3 and 4 in Block 1 into Lot 23 South of the laneway represents another area of commercial encroachment.

Centennial Park is also located in this south business area. Bordered on the west by a row of deciduous and evergreen trees, the park is grassed and contains little formal development. A small playground is located toward the south end of park.

Lots 1, 2 and 3 Block 9 are also included in the south business area. At present Lots 1 & 2 are vacant while lot 3 has been zoned for an expansion to the mobile home park. Lot 4MR contains Tyre Park, a developed site containing grassed open spaces and specialized playground equipment.

5.1.4 Peripheral Land Use

Areas peripheral to the downtown can influence development in the downtown.

The Gibbons School and Jack Hogg Sports Recreation Grounds occupy two large tracts of land on the north boundary of the study area. The school, the curling rink and arena all front onto 51st Avenue. Access to the adjacent playing fields is from this avenue or 51st Street which leads to the Williams Park residential subdivision.

Parking is accommodated on adjacent streets, as well as on-site at the front and side of the buildings.

The Canadian National Railway right-of-way, bordering the downtown on the west, is used for a variety of different activities. Parking, materials storage, maintenance equipment and a portable field office are among the temporary uses. One dilapidated residence is also located there.

On the periphery of the downtown's southern boundary is Sacred Heart Roman Catholic Church which lies immediately south of three vacant lots fronting on 50th Avenue. As it possesses no frontage onto a municipal roadway, access to the church is gained via two laneways which border the property on the north and east. The church rectory is located on the site, as is a small cemetery. On-site parking is provided in the northwest corner of the lot adjacent to the entrance from 50th Avenue. A small number of vehicles can also be accommodated on the east side of the church. While the lots on 50th Avenue remain vacant, they too are used as alternative parking areas for the church.

Adjoining Sacred Heart Church is a parcel of land designated as open space. An internal lot, access is gained by way of lanes on the west and north. Undeveloped at present, the parcel is poorly maintained.

Somewhat removed from the downtown but still a peripheral function are Spruceview Manor and Pinecrest Gardens. This seniors' lodge, drop-in centre and housing complex is located two blocks south of 50th Avenue. The lodge can accommodate forty-four residents, while Pinecrest is comprised of 18 one bedroom self contained units.

By dividing the downtown of Gibbons into distinct functional areas, easy discussion of the components that make up the downtown has been made possible. The same approach will be used when the future development for Gibbons is examined, although it must be realized that these component parts cannot be viewed in isolation as each forms an integral part of the larger downtown unit.

5.2 Future Land Use

The future growth of the downtown area of Gibbons is physically constrained by the Canadian National Railway yards to the west, the recreation grounds and Gibbons School to the north, Highway 28A to the east and established residential neighbourhoods to the south.

These constraints can be viewed as positive factors in a downtown that still has vacant land within its planning boundary. The physical constraints will enable the Town to maintain a compact development pattern by keeping land uses and related activities in close proximity to each other.

In order to determine future commercial land use requirements in Gibbons, a few basic premises have to be established. A background report entitled Commercial Floor Space and Land Requirement Projections, Town of Gibbons, 1985-2001 was prepared by Commission staff. The report provides recent information about the size and composition of Gibbons' commercial sector and projects the Town's future commercial floor space and land requirements to 2001.

Two scenarios were developed, based on differing assumptions of the rate and type of growth that Gibbons and its trading area may experience.

Scenario I was designed to indicate future minimum commercial space requirements. Two assumptions included the dependency of Gibbons on Fort Saskatchewan and Edmonton as major employment centres, and the attraction of Gibbons' residents towards the commercial facilities located in Edmonton and Fort Saskatchewan. As well, it was assumed that Gibbons' trading area population would grow at the lower level of the projected range and provide only a limited scope for improvement in the variety and level of commercial services. Per capita floor space requirements would be expected to grow only marginally in the projected period.

Scenario II produced maximum commercial floor space requirements based on other comparable and larger municipalities within the Edmonton Metropolitan Region. Assumptions included growth at the higher level of the projected population range, thereby making it possible for the Town to attract a larger variety of commercial establishments. It was also assumed that the Town would be able to attract some industrial development and other economic activities. Typically, as local trade facilities improve, commercial floor space requirements will also increase.

Scenarios I and II are presented in the following table.

TABLE 9
FUTURE COMMERCIAL FLOOR SPACE AND LAND REQUIREMENTS,
TOWN OF GIBBONS, 1985-2001

YEAR	PROJECTED TRADE AREA POPULATION	SCENARIO I		SCENARIO II	
		GFA (m^2)	Net Hectares	GFA (m^2)	Net Hectares
1985[a]	4,100	7,523.7	2.16	7,523.7	2.16
1991	5,100	9,690	3.03		
	5,800			11,948	3.82
1996	5,900	11,505	3.74		
	7,100			16,188	5.42
2001	6,900	13,800	4.59		
	8,500			21,250	7.36

Notes: (a) Actual figures.
Source: E.M.R.P.C. Land Use Data System

In keeping with the goals and objectives of this plan and, in particular, with the desire to develop the downtown as a centre of continuing business investment and economic growth, it was determined that a compromise scenario, taking the middle ground between Scenarios I and II, should be developed. Scenario I, as presented, depicts Gibbons as being almost incapable of attracting and sustaining new development. On the other hand, Scenario II may be too optimistic for a town the size of Gibbons, given the current economic climate and a realistic assessment of the town's ability to retain a large share of the "retail dollar" in view of its close proximity to the City of Edmonton.

Scenario III, representing a mid-point between I and II, is derived and presented in the table below.

TABLE 10
FUTURE COMMERCIAL FLOOR SPACE AND LAND REQUIREMENTS,
DOWNTOWN GIBBONS, 1985-2001

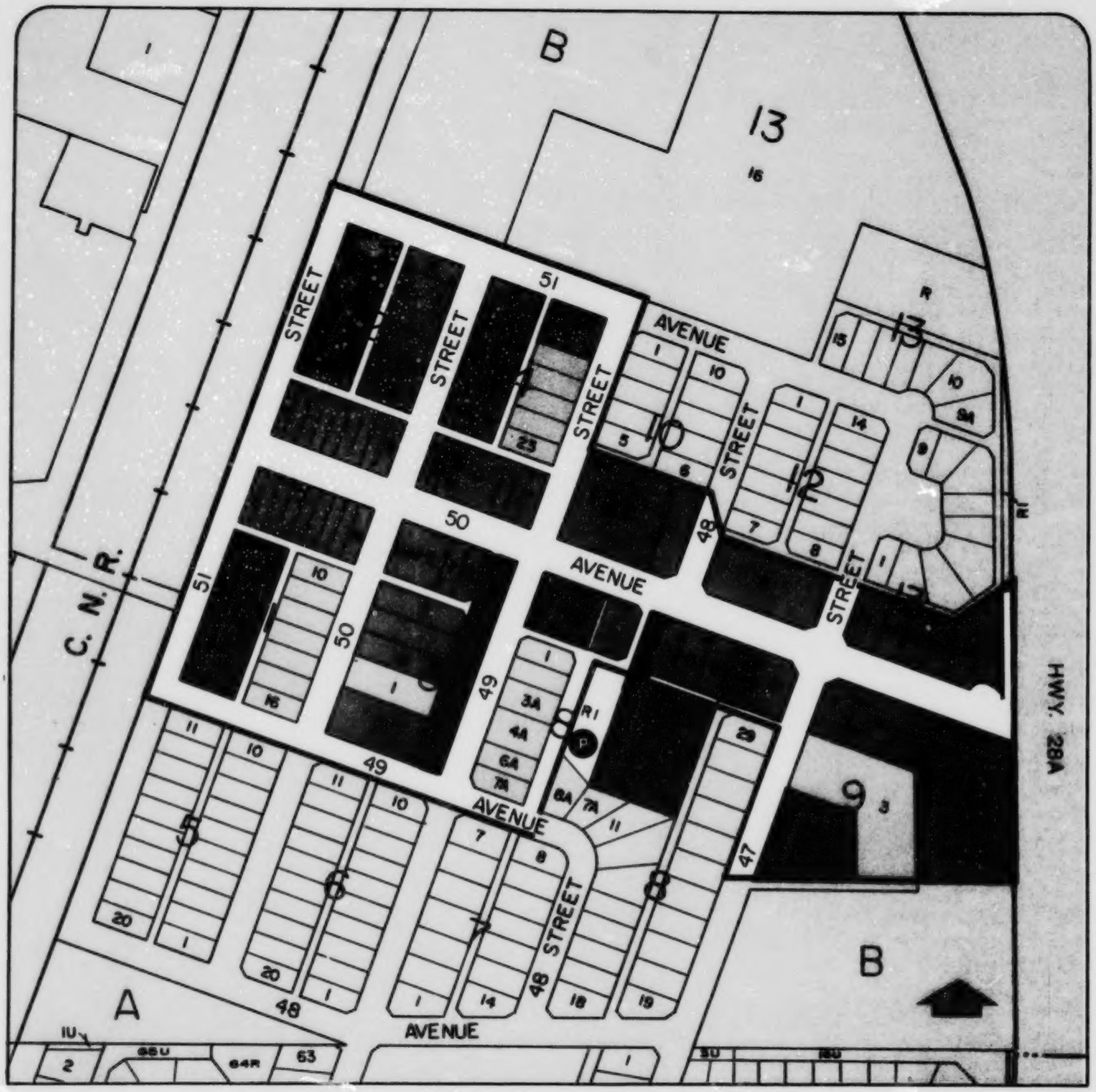
YEAR	PROJECTED TRADE AREA POPULATION	SCENARIO III		AMOUNT OF AREA REQUIRED AT EACH PROJECTION DATE (Net Hectares)
		GFA (m^2)	Net Hectares	
1985[a]	4,100	7,523.7	2.2	
1991	5,450	10,819.0	2.8	0.6
1996	6,500	13,846.5	3.3	0.5
2001	7,700	13,525.0	4.0	0.7

Notes: (a) Actual figures.
Source: E.M.R.P.C. Land Use Data System

Table 10 indicates here that in 1985, 2.2 hectares of land in the downtown were being used for commercial purposes, with a total of 7523.7m^2 of retail and office space housed there. Included in this total are institutional uses, office space, offices of insurance companies, banks, medical clinics, the post office etc., as well as available vacant floor space. The projections indicate that in 1991 an additional 0.6 hectares of land may be required, while in 1996 and 2001, 0.5 and 0.7 hectares, respectively, may be needed to accommodate future growth. In total an additional 1.8 hectares of land for commercial/business use is projected to be required to the year 2001.

In order to accommodate these anticipated needs and to ensure that sufficient land is protected for future commercial/business development in a logical and concentrated manner, the Future Land Use Map, Map 5, page 81 has been developed.

To meet the short term needs of Scenario No. 3, presently vacant lots along 50th Avenue will be required for the development of new retail functions. Existing uses, such as the residence and garage located at the north west corner of 50th Avenue at 49th Street, will eventually be removed or renovated and replaced by a commercial building. It is preferable that the public works yard be removed to the industrial park, thereby freeing its location (Lot A, Block 8) for a future administrative centre.



Map 5 : FUTURE LAND USE

▨ Residential

■ Large Area Commercial

■ Semi Public

■ Commercial

▨ Professional

■ Open Space

Edmonton Metropolitan Regional Planning Commission

0 100 200 400 feet
0 50 100 metres

● Municipal Parking Lot

Within this same time frame Block 2, fronting 51st Street and the Canadian National Railway, should be redeveloped. Protected by the C-2 zoning already in place, these lands will provide a location for retail uses that require larger land areas, such as car dealerships, furniture showrooms and building supply stores. The homes located in this block (Lots 17-21) are nonconforming uses and cannot be substantially improved or renovated. It is the intent of the zoning in place that the houses will be removed when they are no longer required for residential purposes.

After reasonable infilling of 50th Avenue takes place, the plan proposes that commercial expansion be directed to 49th and 50th Streets, north of 50th Avenue.

Block 4 facing 49th Street contains the post office, a dentist's office and a law firm. Because this block faces directly onto a residential neighbourhood, it is preferred that the remaining lots be reserved for professional type uses. These uses would concentrate traffic during the day leaving the street quiet during the evening period.

Also in this medium time frame, further expansion should be allowed to occur in Block 1, facing 51st Street, where large area retail uses will be encouraged to locate. As in Block 2 north of 50th Avenue the area has been rezoned to the C-2 land use district to allow this development to occur.

In the long term, additional commercial land will be required, although much of this can be accommodated within the study area boundary south of 50th Avenue. No specific lots should be redistricted at this time. Instead a "wait and see" attitude in these uncertain economic times should be adopted.

Those residential uses remaining within the downtown study area are concentrated to the south of the present downtown. It is here that further multiple family residential development should be directed when it is deemed desirable and economical. The existing apartment is located in Block 3, Lot 1 and is a three storey walk-up, containing nineteen units. Lot 2, immediately to the south of the apartment, contains a single family residence built in 1940. This property should also be considered for multi-family residential development. It is presently zoned R-3 which is suitable for this use. A second site to be considered for multi-residential expansion may be the western portion of Lot 3, Block 9. Intended as an expansion area to the mobile home court located in Lot B, directly south of the planning boundary, the lot may be better suited to a multi-family residential development.

The semi-public sites located within the Gibbons downtown should remain untouched except for Gibbons Pentecostal Church located in the Liquor Store Plaza. It should be encouraged to relocate, thus making that space available for commercial uses. Storefront locations can be better utilized by retail businesses who can take advantage of window display space.

6.0 - Circulation and Parking

6.0 CIRCULATION AND PARKING

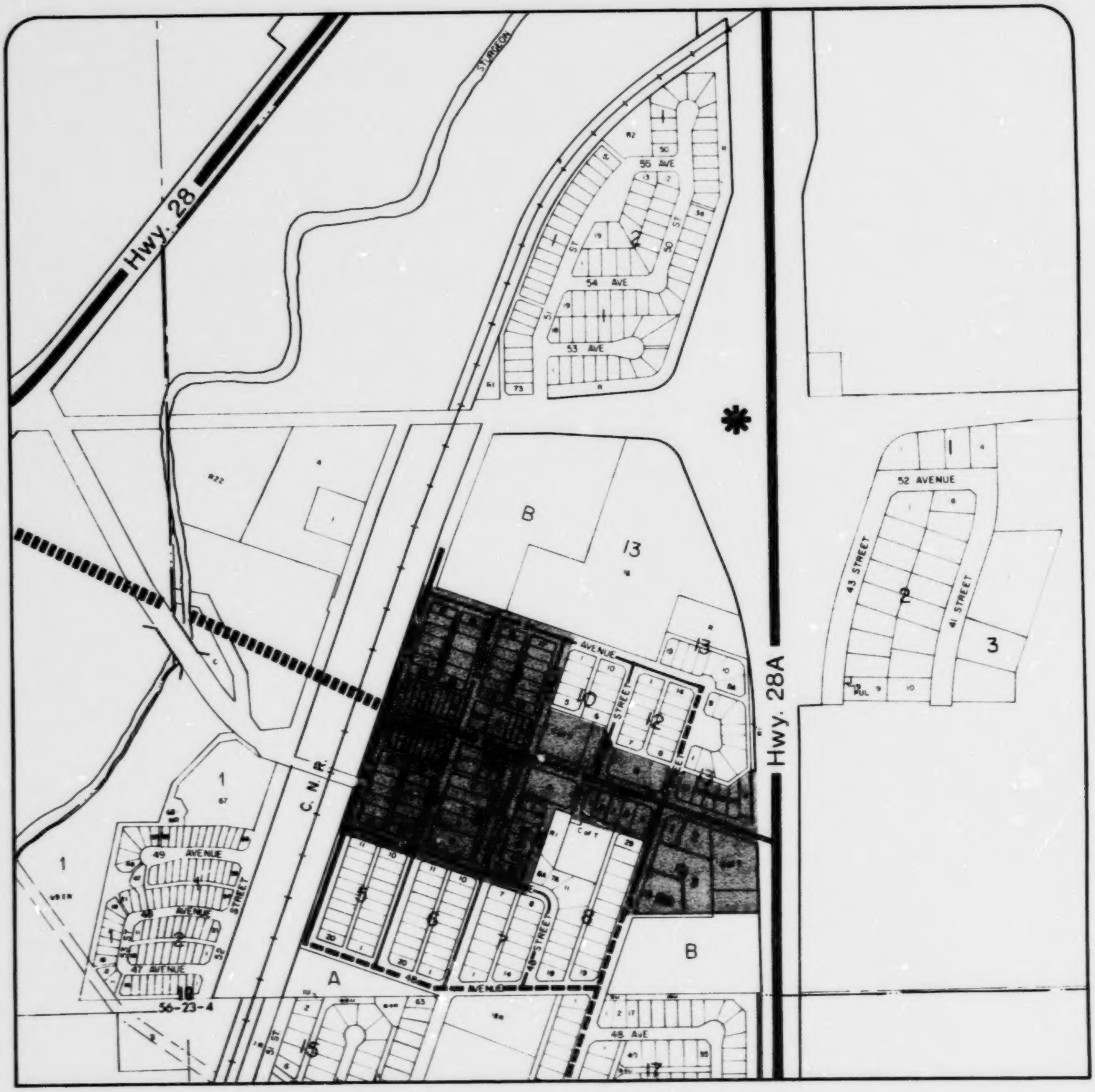
Automobiles, people and their interaction create movement, colour and interest. These elements are important in helping to create an atmosphere conducive to attracting more people and having them spend time using downtown facilities and services. The visual impressions which are created are important initial catalysts, but they must be considered in a wider context and be integrated with other ideas and strategies in order to promote greater use of the downtown.

6.1 Access

The Town of Gibbons is served by two major north/south highways. Highway 28A bounds the Town on the east and its junction with 50th Avenue provides direct access to the downtown. Highway 28 in the west provides a less direct route connecting to a gravel road entering the Town through the Sturgeon River Valley. See Map 6, Road Hierarchy, page 85. This approach, entering the downtown at a T-intersection on 51st Street one half block south of 50th Avenue, provides easy access to residential areas served by this 51st Street arterial.

Alberta Transportation is presently considering construction of a new river crossing and connecting road between Highway 28 and the town. This new alignment with 50th Avenue will provide a direct route to the downtown from the west (See Map 6). This new access to the Town may become important if Alberta Transportation carries out its plans to eventually close the 50th Avenue connection to Highway 28A on the east side of Gibbons. Favouring a new Highway 28A access to the north, Alberta Transportation has already secured lands for road widenings while buffering measures were undertaken when the Williams Park residential subdivision was developed. The decision to close the 50th Avenue/Highway 28A intersection will have a severe negative impact on the viability of the downtown by eliminating the through traffic pattern vital to the business community.

Accessibility to the downtown area is important in revitalization, however, traffic needs must be reconciled with other requirements in order to attract and retain a clientele. Existing and potential traffic patterns should be given due consideration, so that they become an integral part of any downtown revitalization scheme.



Map 6: ROAD HIERARCHY

Highway

Arterial Road

Collector Road

Local Road

Existing Bridge Crossing

Proposed Bridge Alignment (approximate only)

Proposed Access to Gibbons from Highway 28A

0 100 400 feet
0 50 100 metres

Edmonton Metropolitan Regional Planning Commission

6.2 Vehicular Movement

The two main access points to the town channel vehicular traffic into the downtown area. This is particularly evident from Highway 28A where it forms the major entry point into the downtown. Traffic then utilizes 50th Avenue to access the various businesses and residential areas to the north and south.

The effect of Highway 28 is perhaps less pronounced because of its uneven connection to 50th Avenue. This route offers its users the option to by-pass the downtown and disperse into the residential areas.

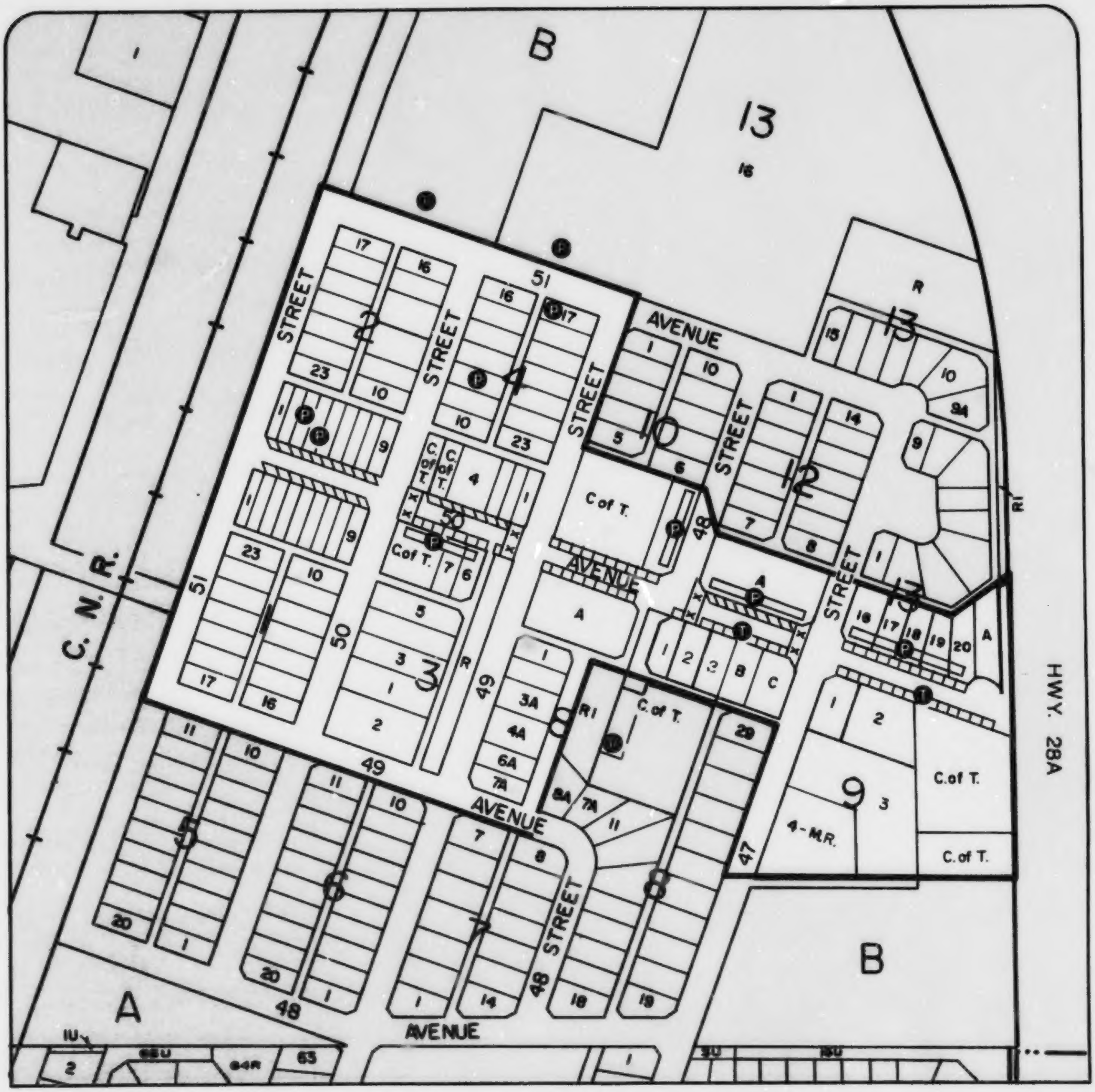
Fiftieth Avenue, one of several arterial roads in the town, provides a multi-purpose function by acting as a main entrance into Gibbons and giving access to the development along its length as well as to sidestreets where business expansion is occurring. It also forms part of an internal loop linking the main business area to the post-office, school, arena, sports grounds and the services found on 51st Street. Traditionally, arterial roadways should not provide direct access to adjacent land uses due to their prime function of traffic movement. However, in a small community this is not always the case.

At present, 50th Avenue offers a relatively free flow of traffic from one end to the other interrupted by four pedestrian crosswalks located at 47th, 48th, 49th and 50th Streets. These crosswalks are utilized during the morning, noon and afternoon periods when students are going to and from school. The two crosswalks at 49th and 50th Streets are presently manned by school crossing guards at peak usage periods. For safety reasons it is recommended that an additional crosswalk be installed at 47th Street to facilitate pedestrian movement there.

At this time there are no serious traffic circulation problems being experienced in the downtown. It is not expected that stop signs or traffic lights will be recommended for installation on 50th Avenue in the foreseeable future. The crosswalks appear to be adequate for the medium term to ensure the safety of pedestrians, however, the Town should consider making the pavement markings more visible and add a pedestrian activated light at 49th Street.

6.3 Parking

Parking space is readily available and conveniently located throughout the downtown. See Map 7, Existing Circulation and Parking, page 87. Fiftieth Avenue is very wide (20.12 metres, 66 feet) and accommodates parking on both sides without impeding traffic flow along the street. At present a combination of parallel and angle parking is being utilized along its length. Except for the block between 47th and 48th Streets,where line paintings indicate angle parking only, the remainder of the downtown is not clearly marked by paintings or signs and as a result a mix of parking is practised. Generally, the position in which the first car in the block parks dictates the pattern for subsequent parkers. Angle parking should be instituted on both sides of 50th Avenue,providing that safe corner and driveway setbacks are observed. See Map 8, Future Circulation and Parking, page 88.



Map 7: EXISTING CIRCULATION AND PARKING

Crosswalk (Single Lines, No sign)

Off-Street Customer Parking

On-Street Parking - Angle

On-Street Parking - Parallel

● On-Street 24 Hour Truck Parking

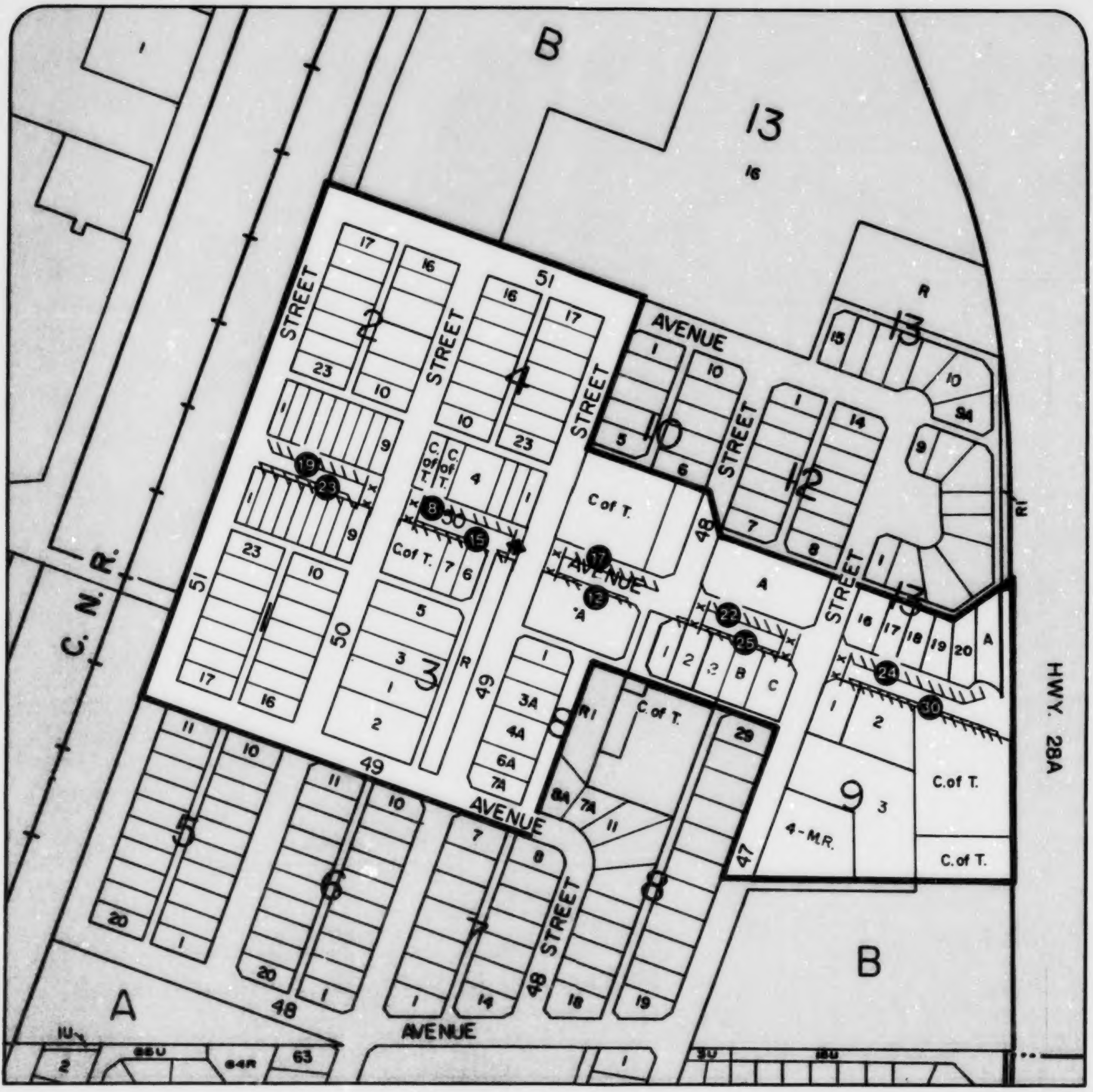
Note: Parallel Parking on all side streets available but not shown.

Edmonton Metropolitan Regional Planning Commission

0 100 200 400 feet

0 50 100 metres

N



Map 8: FUTURE CIRCULATION AND PARKING

Pedestrian Activated Crosswalk with Lights

On-Street Parking - Angle and Number of Stalls

Crosswalk and Sign

Note: Parallel Parking on all side streets available but not shown.

Edmonton Metropolitan Regional Planning Commission

0 100 200 400 feet
0 50 100 metres

N

Newer developments in the downtown provide on-site parking. Generally these facilities are located at the front of the buildings providing convenience to the customer. Although approximately 200 off-street parking spaces are currently available in downtown Gibbons, peak use periods create problems of undersupply at the Royal Bank, Super A and Community Hall. On-site, front yard parking is affecting the appearance of the downtown as well as the pattern of pedestrian and vehicular movement. This front yard parking is discouraging the movement of pedestrians by providing abundant parking at each new location. For shoppers who do traverse the downtown on foot, these parking lots provide an obstacle that not only blocks the view of the store window but often blocks the sidewalk with cars that overhang the parking blocks.

The remainder of the study area supports on-street parallel parking arrangements, as well as front and rear yard residential, set back commercial and vacant lot overflow parking. To serve the mix of land uses, on-street parking should continue to be encouraged giving the area a sense of activity.

Large vehicles including trucks, tractor trailers and buses are permitted to park on 50th Avenue. At present they are confined to the south side of the Avenue east of 48th Street to Highway 28A. Some of the vehicles may occupy this zone for two or three days. As future commercial development occurs, however, alternative parking arrangements will have to be considered.

Although not designed for parking, additional space is being used on the many vacant lots in the study area. These lots provide overflow parking for the churches, the Community Hall and the Legion. More permanent arrangements should be made to accommodate these facilities. It will be suggested that these vacant lots be developed for parking as an interim use until they are required for commercial purposes.

Parking is an important component in the functioning of the downtown. At present, Gibbons meets the everyday needs of the commercial area overloading the existing facilities only on occasion.

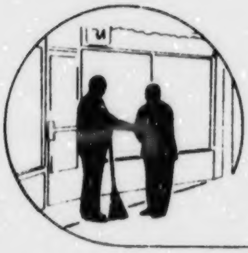
6.4 Pedestrian Movement

The movement of people is an integral part of downtown planning. In Gibbons' downtown, pedestrian activity is concentrated between parked vehicles and nearby destinations. There is little movement along the streets eventhough the sidewalks are convenient and in good condition.

Each street in the study area is supplied with sidewalks. A secondary sidewalk system has been developed in those areas where the buildings have been set back to provide on-site parking. In these cases the majority of pedestrian traffic is concentrated on a narrow walkway adjacent to the building.

Through discussion and observation it has become apparent that little pedestrian movement is noted along the streets of Gibbons. The streetscape and siting of the buildings is not inviting for pedestrians. Instead the close proximity of parking facilities to each building encourages people to drive to each new destination even if it is one-half block away.

It is a goal of this plan to create an attractive and inviting downtown environment, a central gathering place for people in the hope that it will attract and encourage people to linger in the downtown.



7.0 - Design Elements

7.0 DESIGN ELEMENTS

7.1 Introduction

Traditionally the downtown area has been a very important part of the community because of its historical association as the origin of the community and its role in providing necessary goods and services. The downtown became the focus for much of the business, civic and leisure time activity and as a gathering place for the local citizens as well as for those from the surrounding area.

Over time communities change, some very gradually and others more rapidly and dramatically. These changes often have positive as well as negative impacts upon the downtown, resulting in adjustments being made to accommodate the new situation. The attraction and use of the downtown is often lost if the need for change is not realized or if there is failure to capitalize upon available opportunities.

Visual appearance is very influential and therefore of major importance in determining the type and level of activity in the downtown area. It is often neglected or overlooked and sometimes thought of as being unnecessary and unprofitable. However, appearance is important in helping to attract and retain a clientele by making the downtown attractive and vibrant.

The Town of Gibbons has undergone rapid change in recent years. The downtown has maintained its structure as a compact and identifiable unit however, it is now important to develop and improve its vigor and attractive qualities. A visual assessment and evaluation will aid in identifying opportunities for improving the downtown environment so that it remains the focus of the community.

7.2 The Setting

The Town of Gibbons is located on a gently undulating plain adjacent to the Sturgeon River Valley. This character is evident in the downtown. The area east of 49 Street to Highway 28A is generally flat whereas there is a slight slope from 49 Street to the river valley, (Figure 1).

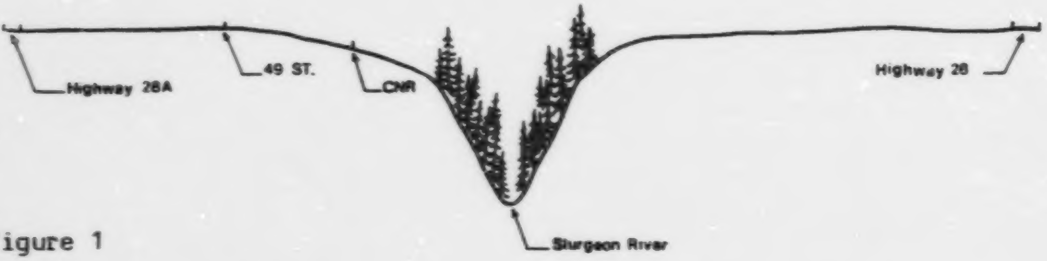


Figure 1

Although not within the study area, the Sturgeon River Valley is a major topographic feature on its periphery. This close proximity may have some potential impact or influence upon downtown development.

The downtown area is situated in the northern part of the community with most of the recent development occurring to the south of the retail centre. Although the Town has an elongated north/south shape and orientation because of its development between the Sturgeon River Valley and Highway 28A, this has not adversely affected the importance of 50 Avenue. The east/west orientation of main street provides physical as well as visual balance to the mainflow of the community, (Figure 2). It has remained the major access and dispersal route of the town and as such there is much community activity within its vicinity.

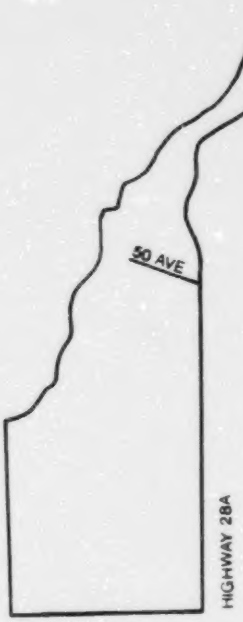


Figure 2

7.3 Entrances

An entranceway is an important feature which provides an introduction to what might be expected beyond. It functions as the initial contact and therefore contributes to immediate impressions and expectations one forms about a community.

Primary entrances to the Town of Gibbons are directed to, and focussed upon 50 Avenue and the business district. The entry from Highway 28A is more direct than that from Highway 28, (Figure 3), however, the proposed realignment of the latter will provide direct access to the downtown area. The close association (physical and visual) of the Town entranceways with the business district provides opportunities whereby the entrance design may be co-ordinated and integrated with adjacent visual features and proposals rather than being dealt with as a separate or isolated item.

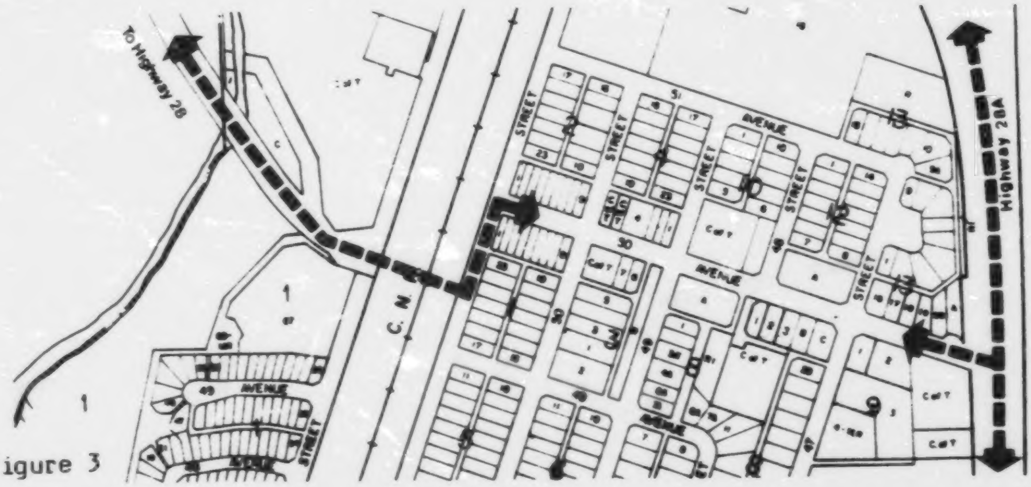


Figure 3

7.3.1 Highway 28A Entrance

The entrance from Highway 28A is the primary route into the town and the downtown. Although it is functionally adequate, it is not well distinguished and may be overlooked and by-passed, (Figure 4).

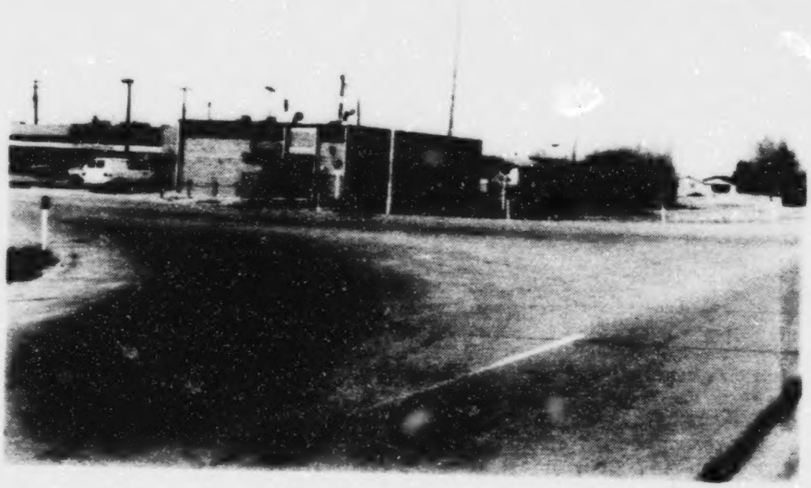


Figure 4

The aim should be to make this entrance more noticeable from some distance, (Figure 5). The entrance requires some boldness to enhance and reinforce its importance as the access point to the town. However, this cannot be accomplished in isolation but must be related to and integrated with the immediate surroundings as well as with any future developments in the vicinity.

The present location of the town sign on the northwest corner of the intersection of Main Street and Highway 28A makes it very prominent and highly visible from both directions along the highway. The sign itself is quite attractive, however, surrounding elements tend to detract from its appearance and thus its function, (Figure 4).

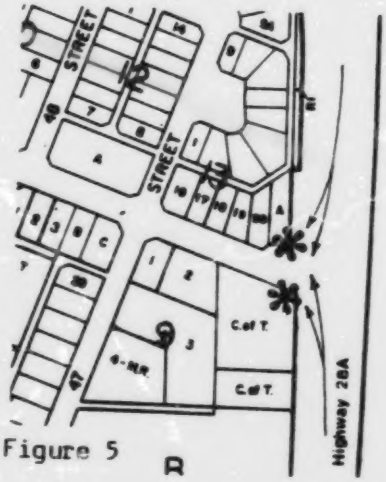


Figure 5

The sign is situated very close to the Alberta Government Telephones building because of the necessary setback requirements from the highway right-of-way. Although the building is small and of a plain grey color, its size in relation to that of the sign and its close proximity make it a dominant visual element. The sign tends to become "lost" in the background clutter of buildings, fences and roof lines.

In order to improve the signage and bring attention to it, it is necessary to screen the adjacent elements. This may be done with hard (wood, stone, brick, concrete) and/or soft (trees, shrubs) landscape materials, however, it is important to realize that any design must complement rather than compete with the entrance sign. Figure 6 illustrates the possibilities for improving the area in the vicinity of the entrance sign.

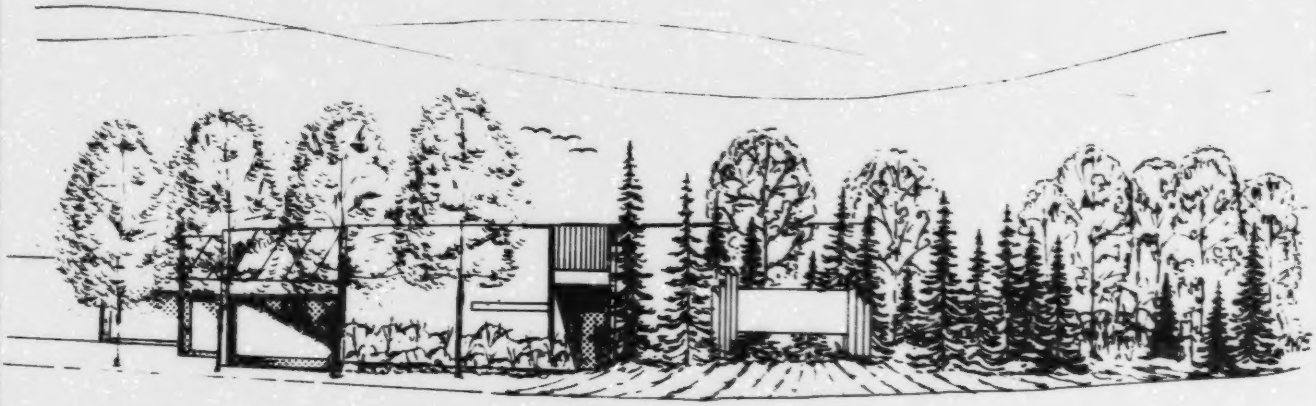


Figure 6

Also, it is important that any improvements in this regard not be done in isolation but that they be considered in view of creating continuity with the streetscape. The entrance must be an integral part of 50 Avenue and thus the downtown area.

Improvements can also be made on the southwest corner of the Highway 28A entrance to more readily define the purpose and function of the intersection. At the present time Emmanuel Anglican Church and its adjacent property might be considered quite separate and somewhat isolated from the surrounding land uses and functions. This isolation can be attributed to a number of factors - a small building being situated on a large piece of land, the location of the building some distance from the main thoroughfare and most importantly, the dense visual/physical barrier created by the mature tree growth around the periphery of the property, (Figure 7).

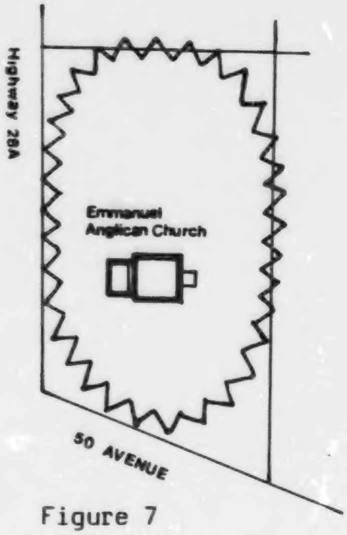


Figure 7

Both the church and its surrounding property are very attractive and add interest, variety and character to the downtown landscape. However, in order to make the most of the available opportunities, some modifications are required to the existing landscape. The selective removal of some of the screening vegetation and some landscape redesign/renovation could improve the relationship of the property to its site, the highway, the town entrance and adjacent main street areas.

A higher degree of visibility would allow for a greater appreciation of the building, its architecture and its location in a large open field. It could serve as a point of interest for citizens, visitors and passers-by through its association with a great variety of functions - religious, historical, educational and cultural. Figure 8 illustrates how the church property might be better integrated with the street.

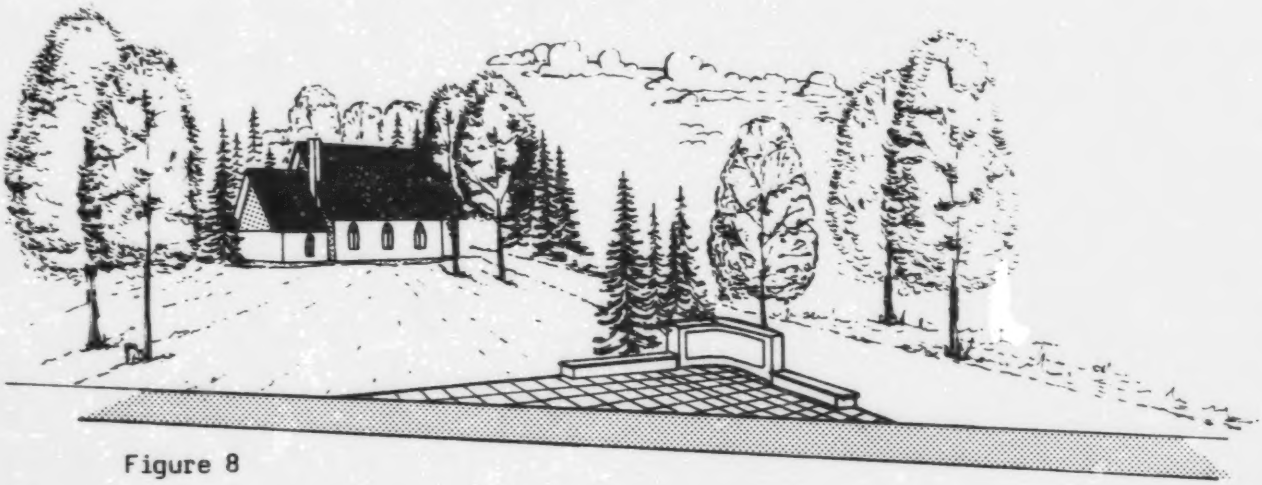


Figure 8

A co-ordinated and sensitive plan which responds to the needs and requirements of the areas adjoining Highway 28A would do a great deal to enhance the approach to the town. In addition, its location with respect to 50 Avenue and the downtown district can be very positive and beneficial within the overall revitalization scheme.

7.3.2 Highway 28 Entrance

The second major entry point into Gibbons is via Highway 28 on the town's western boundary. There is presently a proposal for the realignment of this roadway so that there is a more direct route into town. Thus, rather than the present route which directs traffic down into the Sturgeon River Valley to the south of the business district, it is proposed to bridge the river valley with fill in an alignment which will provide a direct connection with 50 Avenue. The analysis and design proposals in regard to this entrance to the town will be based upon the assumption that this new roadway alignment will proceed as envisioned, (Figure 9).

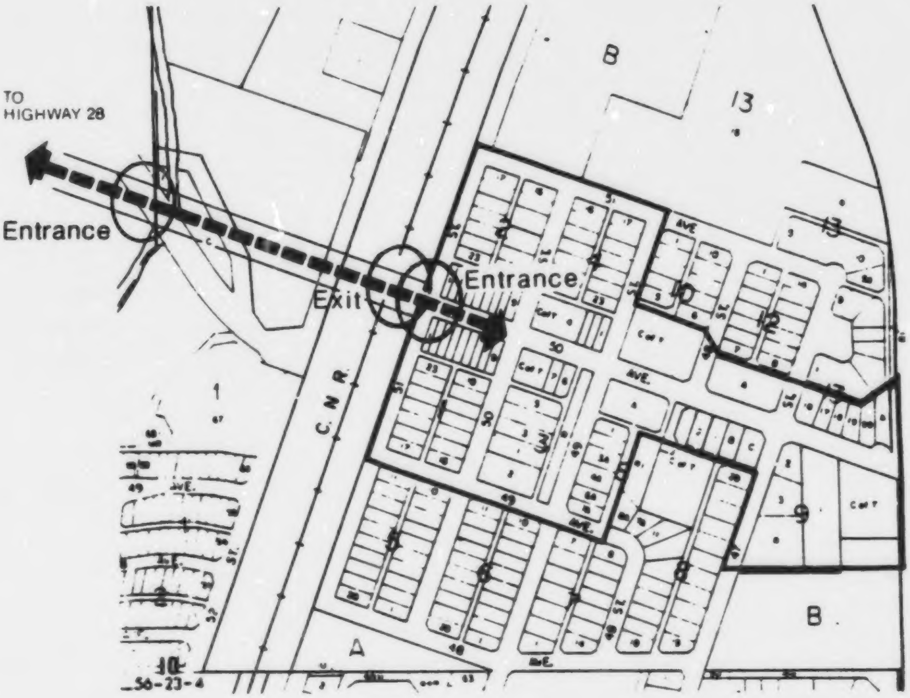


Figure 9

Although the new roadway alignment improves access to the downtown, it also creates some difficulties with regard to improving the aesthetics of this part of the business district. The area encompassed by the right-of-way in the vicinity of 51 Street and 50 Avenue must have a two-fold purpose - it must not only announce the arrival into town but it must also act as the major terminus at the "end" of the main street. It is very difficult to successfully co-ordinate these two purposes because of their very different intents, (Figure 9).

The existing situation in this area presents a view which has no focus and little or no visual interest, (Figure 10). The major area of concern is that encompassed by the Canadian National Railway right-of-way which parallels 51 Street. Although there is a great deal of open (vacant) space on the CNR land, the view is cluttered with little integration with the surroundings. The area contains an assortment of structures and related activities - automobile parking, office trailers, box cars, railway tracks, storage areas, signs, power poles, small buildings and grain elevators.

Figure 10

In regard to the Highway 28 approach, the Sturgeon River Valley is a major physical as well as visual landscape feature and as such it should be integrated into the entrance design. Although the entrance and terminus features should not be considered nor designed in isolation from each other, the river valley may act as a natural and informal separation line between the two functions. Thus, in approaching the community via Highway 28, the town sign should be located on the west side of the valley with appropriate landscaping which will emphasize the surrounding natural environment,(Figure 11).

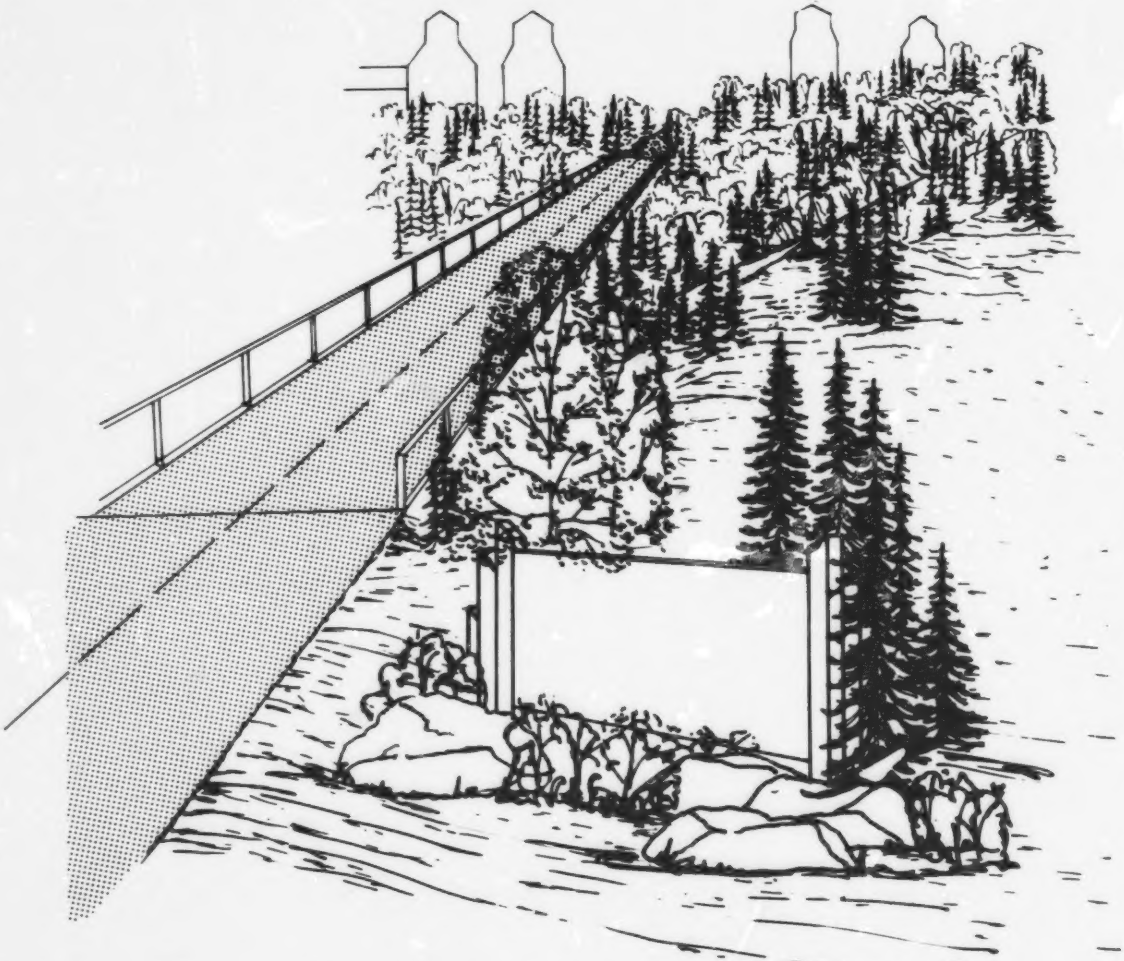


Figure 11

The river valley can also serve as a link providing continuity between the west entrance and the downtown on the opposite (east) side of the river valley. In this regard landscape elements which are characteristic of the natural environment of the River Valley should be integrated with any improvements adjacent to the top of the bank.

However, it is important to remember that the primary function of the east bank should be to visually enhance the downtown. This may be accomplished through its development as an extension of 50 Avenue, (Figure 12). Thus, the river valley, represented by a heavily treed forest cover, would provide the backdrop for a foreground which would have an urban character. This west portion of the intersection would be visually integrated with the central business district through the use of landscape elements common to the downtown. In addition, the intersection requires an individual identity because of its function as a terminus to the main street.

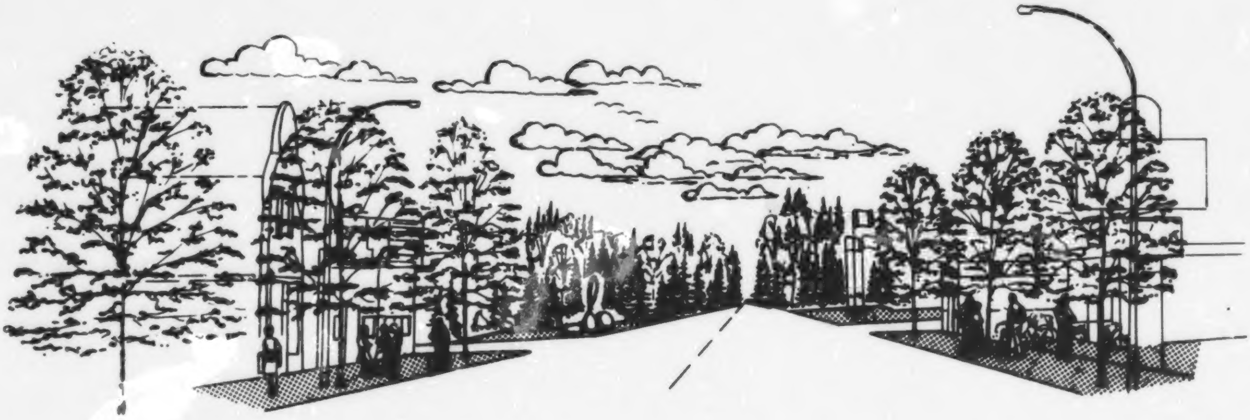


Figure 12

7.4 Fiftieth Avenue - The Main Street

Much of the business activity within the Town of Gibbons is concentrated along 50 Avenue. Unlike other communities whose major circulation routes are narrow and often congested, the main street of Gibbons is very wide and open. Although there are some advantages to the presence of the wide street, there are also disadvantages which are detrimental to the well-being of the business district. The objective is to reduce or minimize the negative impacts created by the street in order to improve it for use and enjoyment of all citizens of the community.

At the present time the width of 50 Avenue is very disproportionate to the scale of development in the downtown area. The visual imbalance is accentuated by the low profile of the commercial buildings, the large amount of vacant land and, in some cases the placement of parking lots at the front of the business establishments. These elements tend to make the roadway appear even "wider" than its actual width. Thus, once on 50 Avenue, one is occupied by its expanse with very little notice given to the peripheral areas where merchants would like to focus attention and where the commercial and social activity is concentrated. Figure 13 illustrates how the extension of business premises toward the street increases business visibility; a greater proportion of the front of the structure which is close to the roadway can be observed from a moving vehicle.

In order to improve the existing situation it is necessary to physically and/or visually "narrow" the street right-of-way. This will make the route more interesting for those in vehicles, improve the street environment for the pedestrian and increase business exposure by bringing the merchants "closer" to the area of traffic movement. This is particularly important in the upper end of 50 Avenue (that east of 49 Street) where most of the buildings have a large setback from the street.

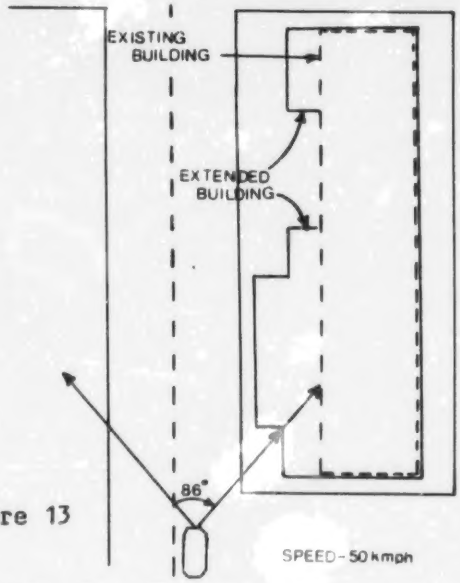
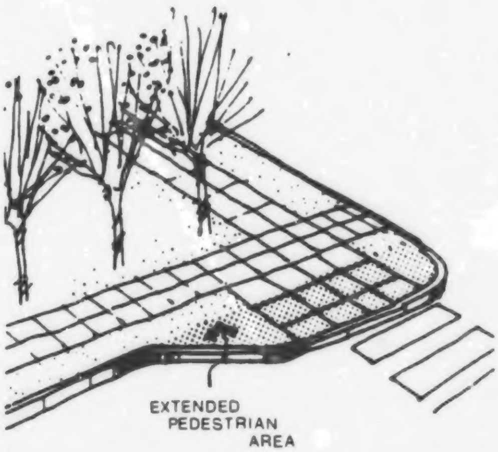


Figure 13

There are a number of methods to achieve this intent:

(i) encourage/require automobile parking on 50 Avenue;
(ii) demarcate on-street parking areas by flaring the street corners to define the on-street parking zones, thus removing these areas from the travelled portion of the roadway, (Figure 14);

Figure 14



(iii) integrate a median strip into the 50 Avenue landscape, (Figure 15);

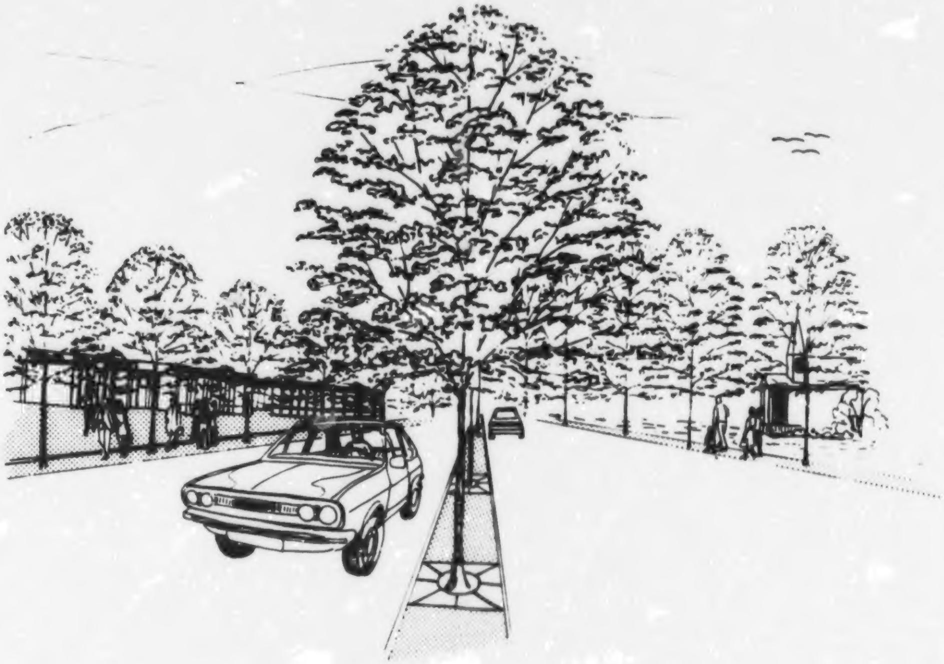
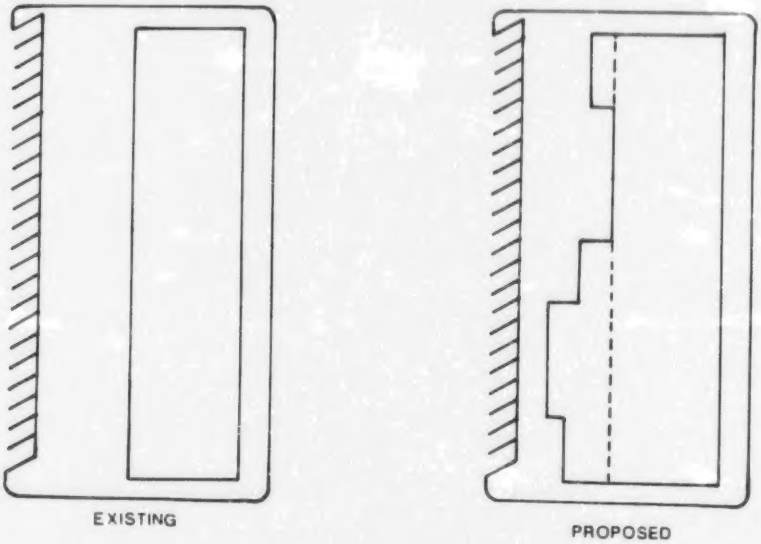


Figure 15

(iv) accommodate on-site parking to the sides and/or rear of buildings;

(v) dispense with/modify building setback requirements so that they may be situated closer to the sidewalk, (Figure 16);

Figure 16



(vi) widen the sidewalks in order to "extend" the store fronts of retail/commercial establishments and to create additional usable non-vehicular space;

(vii) utilize setback space by providing for controlled expansion into this area to create a better business/street interface; Figure 17 illustrates how the area in the vicinity of the Town of Gibbons office and the IDA Drugstore may be improved to reflect a better pedestrian/business environment;

(viii) create pleasing attractive and usable pedestrian space in the setback area; this would act as additional outside commercial space and as well serve as areas for social interaction, (Figure 17);

(ix) utilize hard and soft landscape elements such as trees, shrubs, flags, banners, awnings, paving stones and lighting to enhance the streetscape and integrate the various different uses.

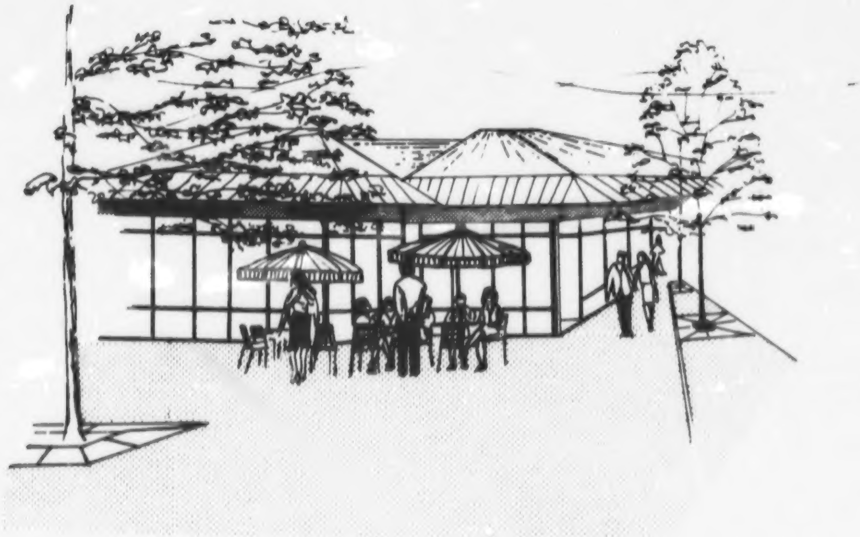


Figure 17

A somewhat different approach is required for that portion of 50 Avenue west of 49 Street as this area, on the whole, has a different character than the east part of the street. What makes this part of the main street distinctive is the concentration of older buildings, the architecture of these structures and the location of most of them adjacent to the sidewalk. These factors provide a visual impression, atmosphere and sense of place quite different from that found on the eastern portion of the street.

Although these buildings create a character and streetscape which enhances the downtown environment, improvements are required in order to complement and supplement the existing conditions. Also of importance is the need to integrate the upper and lower parts of 50 Avenue so that there is visual and/or physical continuity. This will help to better define and link the various sections which seem to be disjointed at the present time.

In order to achieve the desired effect, it is necessary to continue many of those proposals which have been suggested for the eastern part of the Street. In addition, it is important that due consideration be given to the buildings of historical interest (McLean Block, Pop Shoppe, Loblick Building) in this older part of the business district, (Figure 18). They provide an historical dimension to the downtown and their concentration in a well-defined area can be advantageous in attracting people. Where practical the original buildings should be retained and restored and any new construction be encouraged to conform to similar architectural styling and detailing.

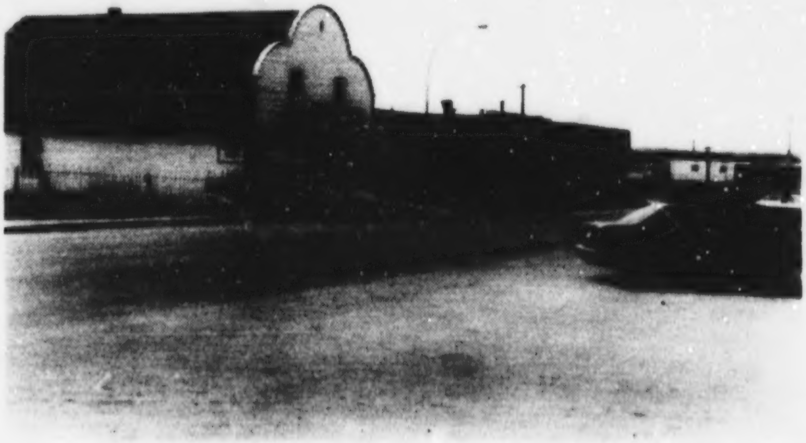


Figure 18

7.5 Main Street Focal Point

When entering Gibbons one assumes 50 Avenue has some significance for no other reason than its physical extent. However, this importance is quickly lost because of the lack of additional elements which might help to reinforce this impression. In addition to the already discussed improvements to the streets, buildings and surrounding area, the main street lacks a central focus or point of interest which can be readily recognized and identified as the "centre of the downtown" or on a wider scale, as the centre of the community.

As the situation presently exists in downtown Gibbons, there is an invaluable opportunity to create a major town facility which could serve a variety of purposes and functions. If designed and developed in a sensitive manner the area surrounding the intersection of 50 Avenue and 49 Street could become the focus of the whole community as well as the focus of the business district.

This intersection has many attributes which make it ideal for such consideration, (Figure 19):

(i) it is the meeting point of two busy roadways;
(ii) it is at the centre of the downtown;
(iii) it is central to both major entrances to the town;
(iv) it is a comfortable visual distance from either end of 50 Avenue and therefore a good place to locate a point of interest;
(v) Some public lands and buildings already exist at the intersection - the town library, firehall, parkland; additions to these through acquisition and/or agreement would provide a greater public presence;

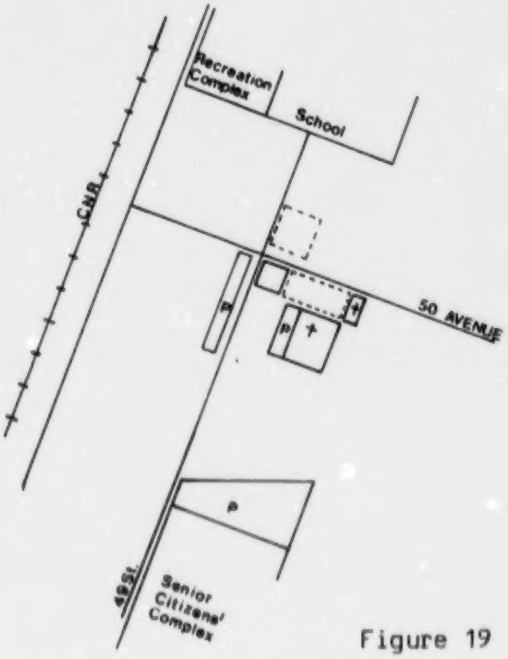


Figure 19

(vi) topographically, there is a slight change in the slope of the land in this general area - a natural physical east/west demarcation line;
(vii) 49 Street is generally the dividing line between the "new" and "old" parts of 50 Avenue; any development in the intersection area could serve to integrate the somewhat different parts of the street and provide continuity;
(viii) the presence of the two churches in the immediate vicinity are positive elements which could further enhance a town centre if potential neighbouring developments are sensitive to better intergrating them and their functions into the downtown streetscape;
(ix) the large amount of vacant land allows for comprehensive planning and design so that many different functions can be considered and accommodated.

The promotion, use and development of part of the centre of town for public and semi-public purposes would be compatible with goals of downtown revitalization and enhancement. A civic centre need not function only in the narrow sense of providing local government office space but in the broader sense it could act as a social/recreational/cultural/business/educational centre. A multi-use approach would be attractive and accommodating to many individuals and groups. The diversity of people and activities which could be served would complement existing downtown activity. Such a development would tend to attract a cross-section of citizens and visitors to the town centre thus making it more interesting and inviting for business, and leisure activities.

Further to it functioning as a focus, any development at the main intersection could act as a link for the various sub-areas of the downtown core - the east part of 50 Avenue, the west part of 50 Avenue, the business/recreation area to the north of 50 Avenue, the business/residential/senior citizens/open space area to the south of 50 Avenue, (Figure 20). The Civic Centre would act as a natural junction and therefore be an integrative element.

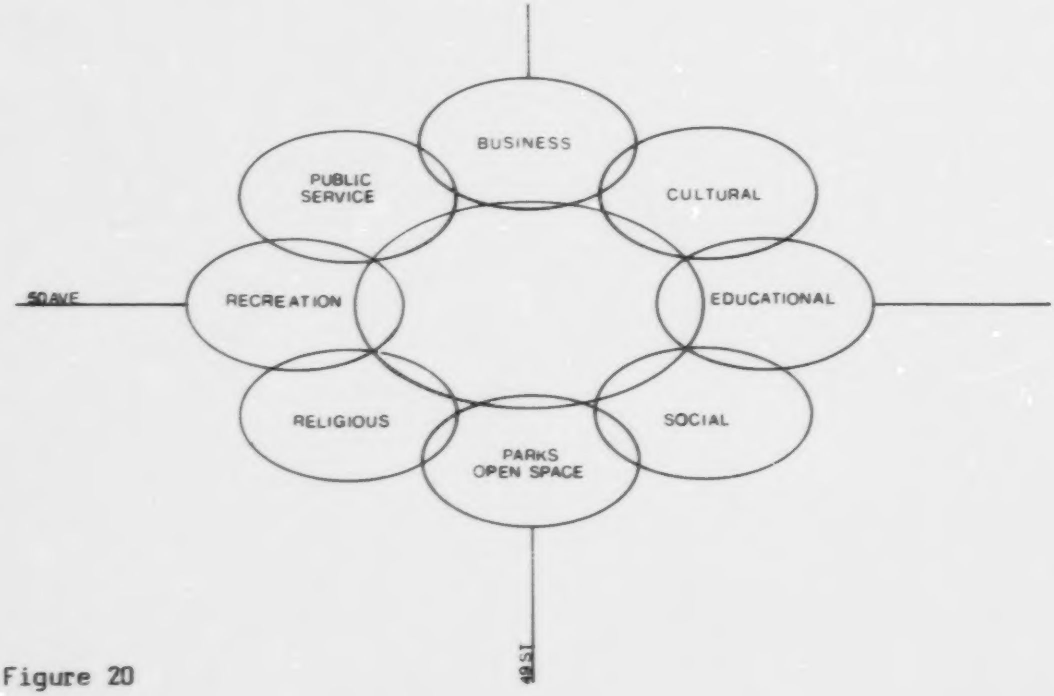


Figure 20

7.6 Downtown Areas

It is also important that the commercial areas to the north and south of 50 Avenue be physically and visually integrated into the downtown development strategy. Much of the development in this regard will depend upon the initiatives taken by the business community in providing and promoting their various products and services. However, it is also important that, where appropriate, the design principles proposed for 50th Avenue be extended into these areas in order to identify them as part of the greater business district through a continuity of form, materials and structure.

7.6.1 North Business Area

The presence of the elementary school, recreation complex and their surrounding grounds provides a focus and terminus for the business area north of 50 Avenue. They provide a physical definition to the business area in addition to being important traffic generators and destination points. Though not strictly considered businesses, they are a very important part of the downtown community and must be given consideration in any development scheme.

The buildings which comprise the school and recreation complex do not have great architectural impact upon the streetscape. They are rather plain structures of the type commonly found in many communities, (Figure 21). However, because of their strategic locations at the end of streets

Figure 21

and because of their public importance and functions as gathering places, there is an opportunity to develop interesting and attractive public spaces in their vicinity. The activities and people these public areas attract should be looked upon as a positive component in downtown revitalization as they are an additional source of potential business activity. Thus, the public space should be designed so that it is linked with the adjacent business area; there should be some continuity developed between the two areas so that both may benefit from the traffic flow, (Figure 22).

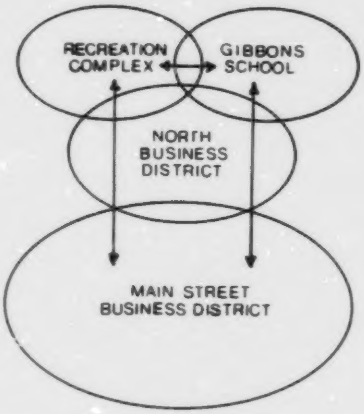


Figure 22

This north business area also has a number of important public/semi-public institutions which are gathering places for community activities. The Post Office, Legion (Figure 24) and Gibbons Community Hall, (Figure 23), are major activity and destination points in the downtown and although they are community-wide facilities, they can have an important localized impact upon their immediate surroundings.

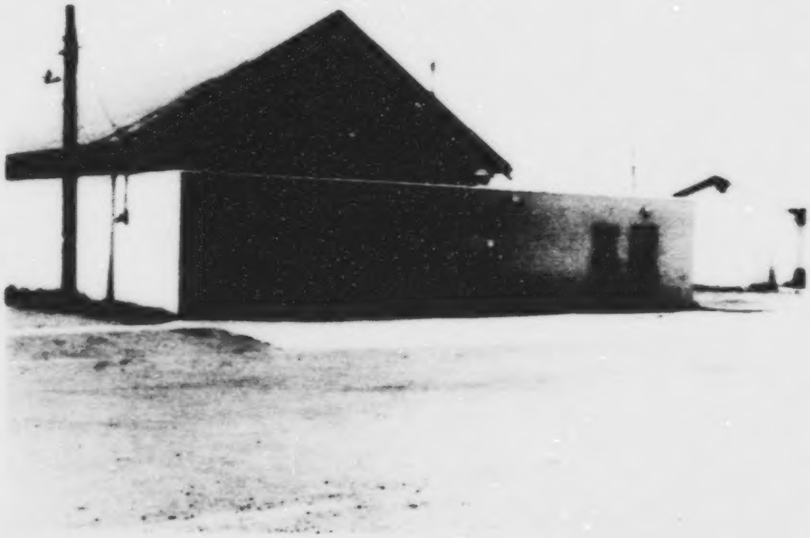


Figure 23

Figure 24

The prominent role that these facilities play in the life of smaller communities makes them natural points of public activity, bringing people into the downtown and, more specifically, into the north business area. There is potential for businesses in this area to benefit from the presence of these facilities and their incorporation into a revitalization scheme should emphasize their individual functions while contributing to the localized as well as the wider interests of the business district.

As naturally functioning congregation points these areas can be improved so as to benefit their operations but this could also have beneficial spin-off effects for surrounding business functions and activities. Within the physical limitations some improvements might include:

(i) providing a better building/street interface and orientation;
(ii) providing interesting pedestrian space and facilities adjacent to the buildings and integrating them with the sidewalk areas;
(iii) providing visual amenities to catch the viewer's eye and to enhance the space and building, (Figure 25, Figure 26).

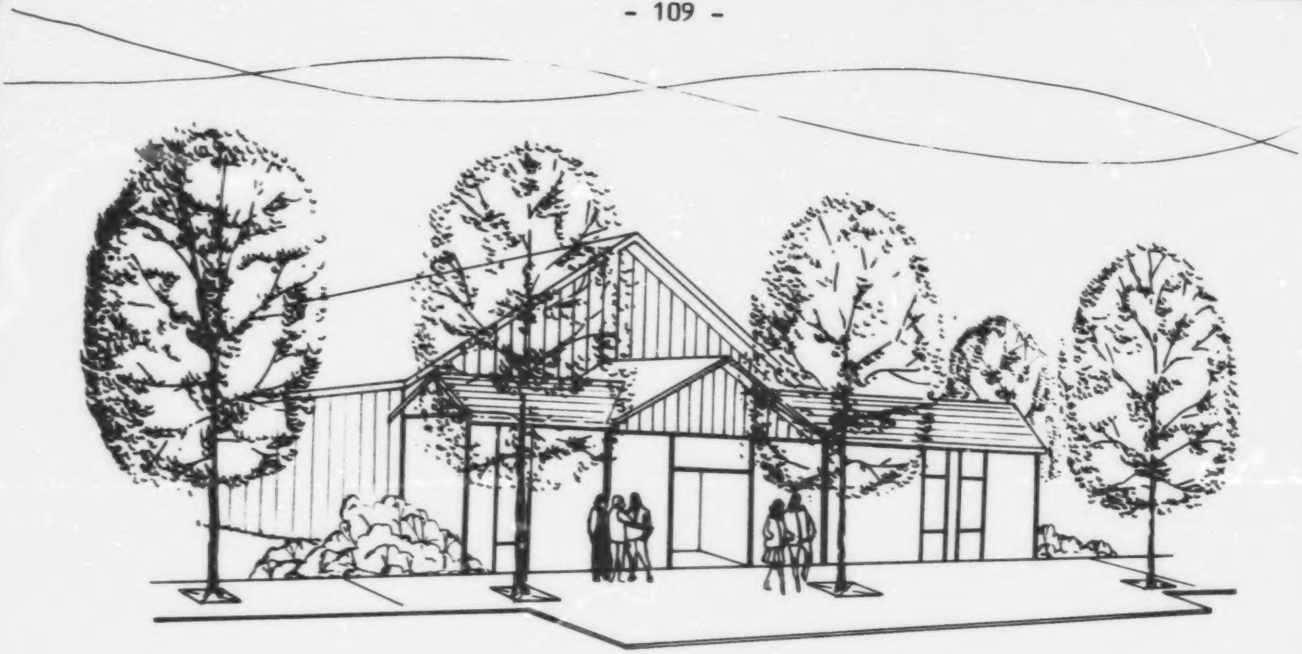


Figure 25

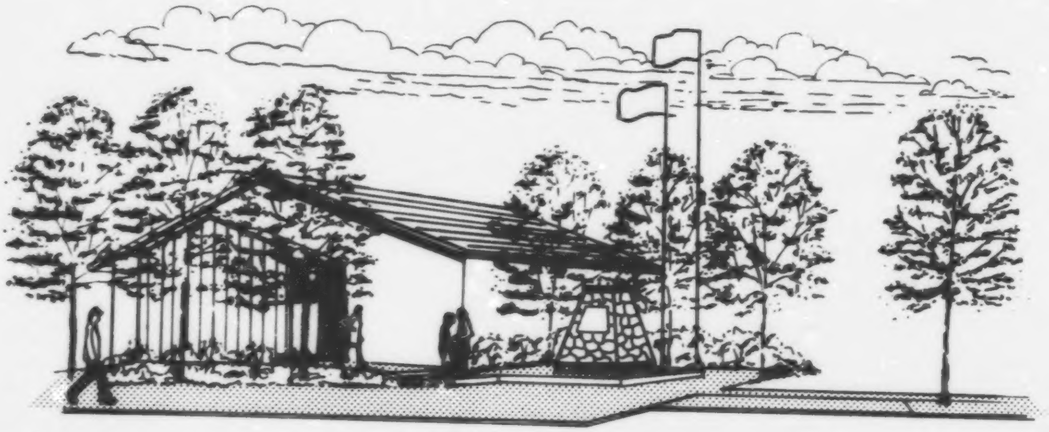


Figure 26

This area north of 50 Avenue is difficult to integrate because of its variety of land uses - residential, office, public, commercial/retail. Thus, the treatment given to the street areas becomes very important in providing some identity and continuity with the neighboring downtown area. With the nodal areas (the post office, school, recreation complex, Legion and community hall) acting as anchors and connectors, the street development can provide the visual and physical link with adjacent areas. There are a number of actions which may be taken to achieve this intent:

(i) encourage on-street parking; if off-street parking is desired provide it at the rear of the building;
(ii) foster and direct pedestrian movement by designing a walkway system which is identified with the 50 Avenue system and connects the various focal points, (Figure 27);

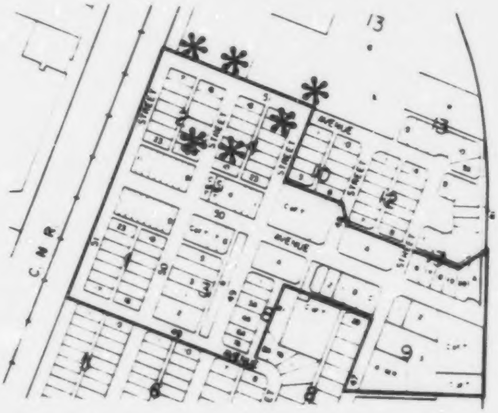


Figure 27

(iii) co-ordinate street furnishings so that there is a natural flow to this area from 50 Avenue;
(iv) promote infilling so that there is a continuous street facade which is more representative of a business area; and,
(v) encourage complementary building design to integrate the streetscape with its immediate as well as wider surroundings.

7.6.2 South Business Area

There are two businesses located to the south of 50th Avenue between 49 and 51 Streets. Commercial development in this area is not nearly as extensive as that found to the north of 50 Avenue, (Figure 28). However, this low level of development may change at some future date as some residential properties adjacent to 51 Avenue have been zoned for commercial purposes.

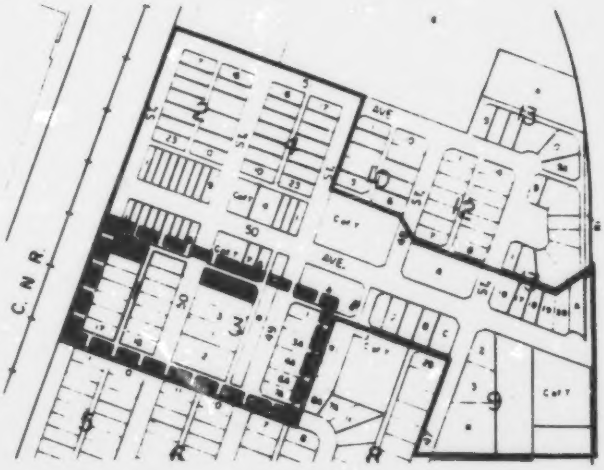


Figure 28

Because of its presently very limited physical extent, it is difficult to identify this area as part of downtown or an offshoot of 50 Avenue. Its future potential as an extension of the central business district dictates that allowances be made for integrating it into the downtown streetscape. Although some modifications might be required because of a slightly different situation, many of the aforementioned proposals for the north side of 50 Avenue could be readily applied to this area: better building/street relationships, improved pedestrian spaces and facilities, the addition of visual amenities and the integration of the pedestrian system and street furniture with that on 50th Avenue.

7.7 Summary

Traditionally the downtown area has been the centre of the small town, an easily identifiable area or focal point around which the community developed and expanded. It was multi-functional in that its role within the life of the community encompassed many diverse activities - business, commerce, social, leisure, cultural, educational, public service, religious. Changing attitudes within society have altered this traditional view of the downtown and as a result the importance and of the business component of the community has deteriorated, often to the detriment of the community as a whole.

The downtown portion of Gibbons remains a significant physical as well as economic part of the community. However, for this central business area to retain and enhance this position of importance in the community there is a requirement for some changes, adjustments and accommodations.

Among these changes are design proposals which would significantly alter the visual character of the present downtown district. These include:

(i) entrance improvements

  (a) enhancement of entrance signage;
  (b) better integration of the entrance areas with the downtown.

(ii) establishing major and minor focal points

  (a) at or in the vicinity of 50 Avenue and 49 Street;
  (b) along 50th Avenue where appropriate, with existing as well as new development;
  (c) in the north business area in conjunction with the school, Post Office, recreation complex, Legion, community hall and any other suitable development;
  (d) in the south business area as redevelopment occurs;
  (e) in association with the church properties.

(iii) improving pedestrian circulation

  (a) by creating usable and functional street spaces;
  (b) through the creation of visual interest on the street and in adjacent establishments;
  (c) through the provision of street amenities.

(iv) re-directing parking

   (a) to provide for building expansion into off-site frontal parking areas;
   (b) to make better use of on-street parking facilities;
   (c) to provide space for pedestrian movement.

(v) environmental enhancement and landscaping

   (a) to improve visual quality;
   (b) to link and integrate the various parts of the downtown;
   (c) to enhance pedestrian use of the streets.

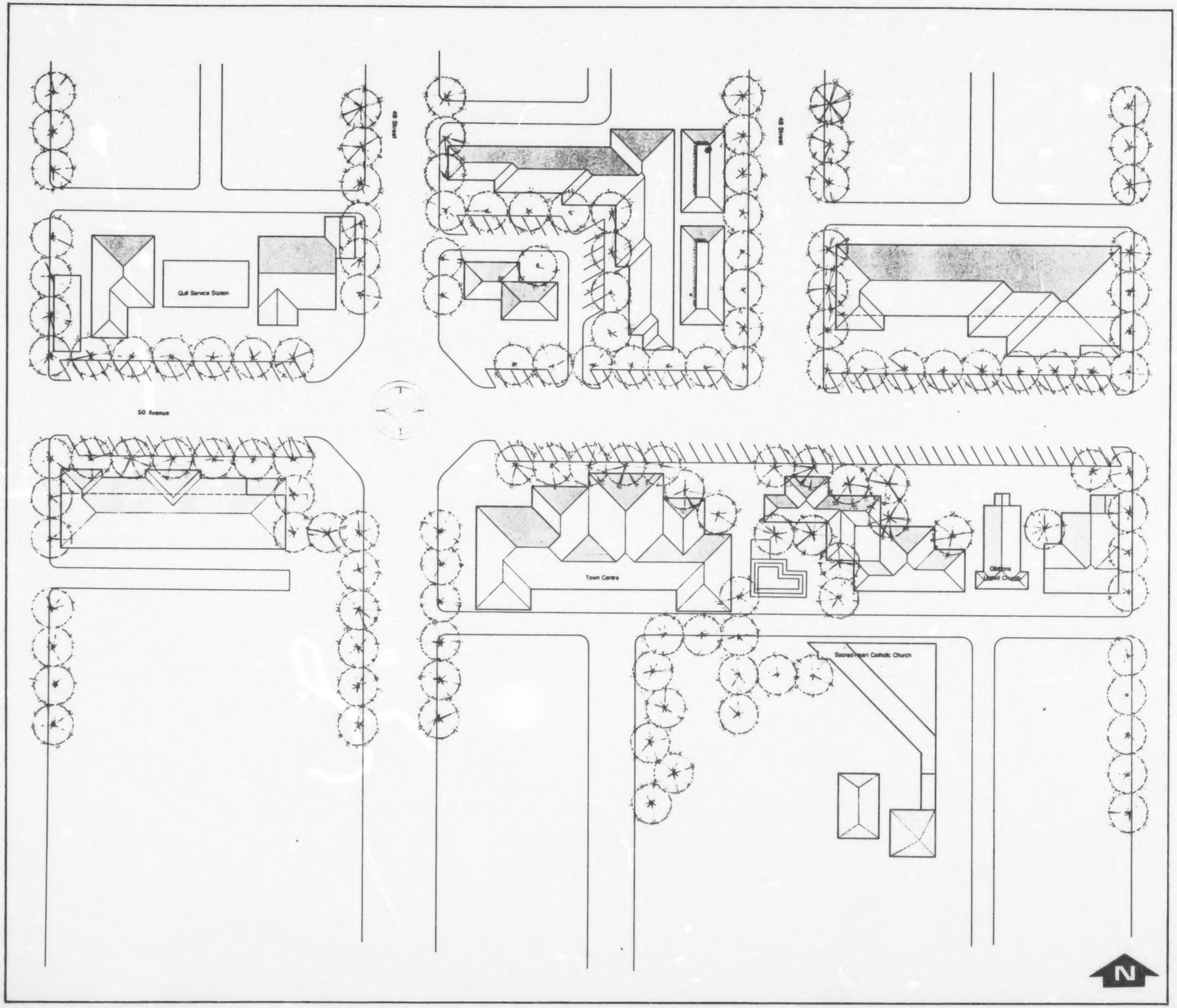
Some of these proposals are simple and may be readily implemented while others are more complex and may require longer term commitments. These visual changes build upon opportunities which exist in Gibbons, however, it must be remembered that they must be integrated with other concerns and accompanied by other planning and economic strategies which are of concern to interest groups and citizens.

Figure 29, 50th Avenue Future Design Concept and Figure 30, Civic Centre Alternative Concept are found on the following two pages. Figure 29 depicts an overall scheme of 50th Avenue centering on 49th Street, the focal intersection. Included in the design are many of the streetscape elements that have been described in this report. It illustrates how these elements can be integrated to develop an interesting and attractive downtown.

Figure 30 provides an alternative design for the civic centre concept incorporating a different arrangement of buildings and use of adjacent lands. The focal point has been removed from the centre of the intersection and incorporated into an extension of the pedestrian area.

Figure 29

50th AVENUE FUTURE DESIGN CONCEPT



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Regional Planning
Commission

GIBBONS DOWNTOWN PLAN

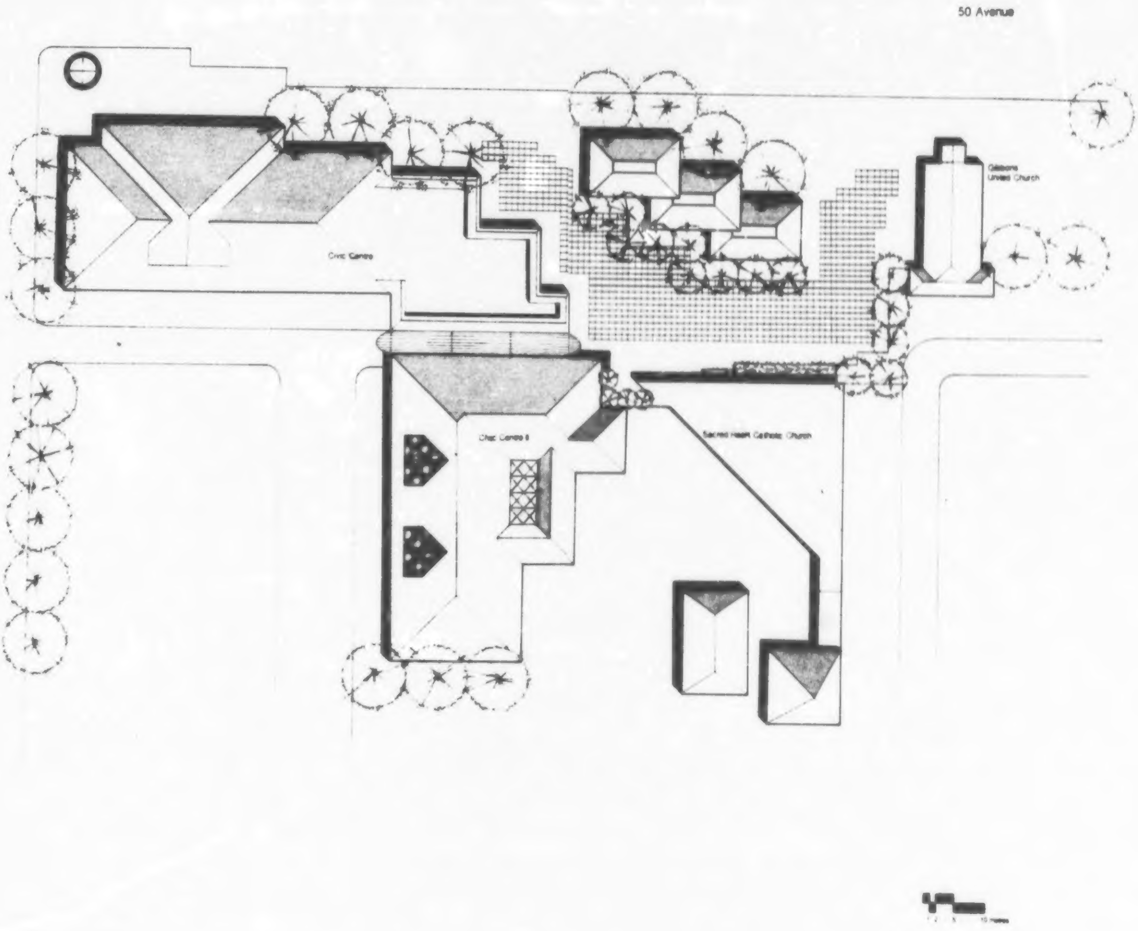

Figure 30 : CIVIC CENTRE ALTERNATE CONCEPT

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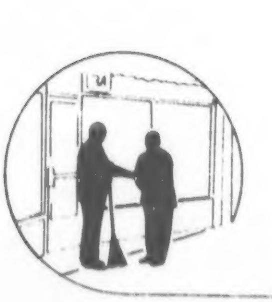

8.0 - Promotion

8.0 PROMOTION

8.1 Introduction

The promotion of downtown is one of the most effective means available of achieving economic revitalization. It is important to sell downtown to the community and the surrounding trade area as a good place to shop, do business, be entertained - a place to enjoy. Promotion can help create a new image for downtown by changing existing impressions. It can be promoted as a vibrant gathering place where "things happen".

Promotion can be undertaken on three separate but related levels. At the community level, action can be taken by council, the Administration, the Chamber of Commerce and the Economic Development Committee or similar organization. At the group level, the downtown businesses can combine and funnel their resources through the formation of a downtown merchants' association, a business revitalization zone, and through the appointment of a promotions manager, committee or similar group. And finally, there is the individual level where each businessman acts on his own behalf.

8.1.1 Community Level

At the community level, a promotional strategy should be designed to attract new investment, provide information to potential markets and improve communication with government agencies. Techniques used at this level tend to be fairly technical, with emphasis on the collection and distribution of information and changes to the legislation in place.

Council, either acting on its own or through an Economic Development Committee, is in a position to: make contacts with potential investors; investigate potential markets; make short and long term economic development plans; lobby government for legislative changes; apply for grants and loans; enter into joint public/private partnerships and to act as an information source. The administration and the Chamber of Commerce may be of valuable assistance.

It is also at the community level that information packages may be prepared and distributed with the assistance of Alberta Economic Development and Trade and Alberta Tourism. Potential investors and lending institutions should be visited and made aware of the downtown development programme. New business prospects should be targeted and contacted.

Council may review and amend legislation to improve the investment climate, that is, make the downtown a competitive location for new developments and expansion of existing developments. Legislation which could be reviewed includes the general municipal plan, the land use by-law, development regulations, development and business license fees and tax incentives.

Tourism can also be an important, though somewhat independent, component of promotion and can contribute substantially to the viability of the downtown and the community as a whole. The development of a community tourist strategy will require a separate and distinct organization and should not be considered under the downtown committee's responsibilities. Downtown businesses, however, stand to gain if tourism can be successfully promoted, and through the downtown committee, can help instigate and support the tourist trade.

Two factors are important to remember when pursuing the tourist dollar. First, tourists or visitors are not interested in cheap or gimmicky themes. They are after quality. And second, once the tourist is attracted, the community must be able to meet his needs thereby capitalizing on his spending capability. If there are no interesting restaurants, or shops that sell books or pamphlets on the local area and its history, or nice places to spend the night, then the tourist will not stay long.

8.1.2 Business Group Level

At the business group level, promotional efforts are usually geared towards: organizing special events; co-ordinating sales; encouraging co-operation among downtown businesses and community organizations; providing information and keeping existing and potential downtown users informed about events occurring in the downtown.

A comprehensive downtown promotional campaign is time-consuming. Many communities rely on a promotion manager or committee to initiate and carry out a promotional strategy. The promotion manager is similar to a shopping mall manager though his work area isn't covered by a common roof. He ensures uniformity and quality. He handles leases, promotion, and budgets. The funding spent on a promotion manager will be the best money spent either by the public or private sector during the whole downtown project.

The first task of the promotion manager is to analyze existing special events, sales promotions and downtown activities in terms of their success, involvement by the merchants, participation by the community, timing, themes and alternatives.

Next the manager should be involved in the planning of future special events. These may tie in with and enhance the current celebrations or add new ideas to the agenda. The number of possible events is endless, for example: hold a downtown street party; a merchant's open house; clean up days to coincide with Alberta's Clean Up Week; the beginning or completion of a downtown improvement project; midsummer madness sales; Christmas festival of lights; farmers market; agricultural fair; craft show; children's events; ethnic celebrations and festivals.

Other responsibilities of the promotion manager would include: establishing a promotional events calendar for the coming year so that individual businesses can plan their own sales/window displays, etc.; co-ordinate ongoing activities at the event such as music, dancing, banners, art or poster displays; keeping the media informed, encouraging them to participate in and report on the happenings; co-ordinate store hours for late night shopping, early closing days, etc.; to talk to businesses about store hours, inventory, service, window displays, and to provide information and examples; to arrange for seminars, workshops and information meetings and to provide assistance in promotional techniques on an individual basis.

There are numerous promotional ideas that can be considered for implementation in Gibbons. The development of a logo depicting the area is a good idea and should be displayed prominently and used on all correspondence, downtown ads and display boards. The logo must be well designed and reflect and reinforce the idea of the downtown. A logo can be developed by professionals but may have more meaning for the community if it is done by a local artist or through open design competition.

Consider an investment in quality give-aways that bare the new logo. These may include paper hats for children, shopping bags, pens, note pads, key chains, buttons, balloons, placemats in restaurants, calendars and store coupons. Printing the logo on these reusable items will continue to reinforce the idea of the downtown. Its continued use serves as an important and lasting reminder.

Distributing a directory and map effectively reminds people of the downtown and the services it can provide. Include it in a Welcome Wagon package and display it prominantly for tourists and residents to pick up from shops, service stations, etc. Businesses should be encouraged to have their own personalized stamps to put "courtesy of" in a space provided on the directory or map.

Allow customers to express downtown "Beefs and Bouquets" through a newsletter or suggestion box.

Involve children in various downtown activities. They are the customers of tomorrow. Start now to get them oriented towards the downtown. Children's events, of course, attract parents too. Try "big wheels" races, or show off the achievements of the local gymnastics group or scout troup. Introduce "Adopt a Box", a concept where families would maintain a planter in the downtown. A good learning experience, a good reason to go downtown.

Where a promotional manager is not available, a downtown business association or the Chamber of Commerce may wish to co-ordinate events, sales, store hours, etc.

Ideas on promotional techniques can be gathered from magazines and periodicals such as the Downtown Promotion Reporter (New York), Downtown Idea Exchange (New York), and from films, VCR's (Main Street Program) and from departments at Grant McEwan, the Northern Alberta Institute of Technology, the University of Alberta and Travel Alberta.

8.1.3 Individual Business Level

At the individual business level, business promotion or merchandizing is concerned with increasing the profit margin. Promotion is not limited to advertising with signs, posters, flyers and newspaper advertisements. Friendly courteous service; a willingness to listen to, and act on, customer suggestions; convenient operating hours; clean, well maintained and accessible premises; competitive prices and a good product selection are all functions that promote a business. Individual businesses may consider training courses for staff. Business owners or managers may attend workshops on marketing techniques.

Some individual promotion techniques - such as yellow portable signs, loud blaring music or a vividly painted building facade - may help a particular business but can be detrimental to the downtown as a whole. This is one reason why a co-ordinated promotional strategy is usually most effective. On the other hand, a co-ordinated promotional strategy will never compensate for high prices, limited product selection, inconvenient and unco-ordinated business hours, poorly maintained premises and poor service.

The Downtown Community Survey asked respondents to assign a rating of good, fair or poor to a variety of business characteristics. Fifty-five percent of the Gibbons Community rated competitive pricing as the poorest business characteristic of those listed. The variety and quality of goods offered, as well as the advertising and special sales events received a fair rating. Noted as good were the length of store hours and the quality of the sales staff. It can be shown through advertising flyers distributed regularly in the Town of Gibbons that prices are competitive and that it is the attitude of the consumer that must be changed.

8.2 Planning a Special Downtown Event

The key to planning a special downtown event is to plan early. These events need good organization. What you don't want is to be caught unprepared, have a less than successful event, and discourage the few businesses that are on your side. Start in September to plan for an April event.

The downtown festival has a major impact on creating good will and a good image. Involve the people of the town, as well as the surrounding rural community.

It can be based on a theme (agriculture, economic base, ethnic, history, natural resource) or it can be just one big party on main street.

Start out small in the first year. You may want to try arts and craft sales, feature local church groups celebrating an anniversary, a music jamboree sponsored by the local school.

Include continuous entertainment on two separate stages, singers and dancers. Provide an area for the sale of arts and crafts. Encourage food booths, games, characters and creatures. Appeal to the youth of the community, both the very young and older youth groups.

The good appearance of the downtown in general, and in particular window displays, is an important factor in encouraging people to come back to the downtown.

8.3 Components of a Successful Event

Organization is an important component. Seek sponsorship if its a new festival being held. Draw on Town support services or the Chamber of Commerce. Create a separate organization to handle festival events. They should handle their own bank account and have their own treasurer. Spread the work load among several so that none feel the real burden.

Events can include parades for area high schools; choral groups (barber shop quartets, high school bands, jazz bands); the local disc jockey; dancing (local studios, square dancing); performers (mime, jugglers, singers, actors); exhibits and demonstrations; hot air balloon rides; athletic events (competative races for the spectators; professional races too).

Providing food and beverage facilities keeps people at the downtown event longer. Theme food goes over well, but try not to duplicate the types of food that the local restaurants normally serve. Get local groups involved in the food fair.

Need Publicity? Print a brochure. Get area children involved in designing a poster. Print features in the local newspapers, release news items. Feature events and people. Invite radio stations to do remote and live broadcasts from your special event. Public service announcements are free of charge.

Funding problems will not be solved overnight. It may take 3-4 years to break even. Funding will probably have to take on a highly creative flair. Try auctions, bake sales, grants, benefits. Arrange for three year pledges from area businesses on a declining basis. Gain the support of a local corporation. Perhaps take a percentage of the food sales, charge for booths. Don't forget to budget for electricity, sanitary facilities, first aid, security, trash clean-up, water, the services of the police department and public works crews.

Plan for the logistics of electricity, water, sanitary facilities, a first aid station, etc.

And finally, meet immediately after the festival to evaluate it. Consider the comments made from those directly involved, as well as from those who participated "at arms length".

Promotion of the downtown is a confidence builder for the business merchants and the community. It is best, though, to start small and focus on a particular goal. Remember that the quality of the event is more important than the quantity. Seek community participation. Maximize the resources at hand. Be businesslike in all the endeavours undertaken by the manager or committee responsible for promotion.